35 Cents

30TH YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

JULY 31, 1961

FCC prepares for its annual August retreat with rash of decisions 21

Mogul says radio could help itself by using some of its own product 34

FCC wants to deintermix eight markets and add vhf to eight others 48

After 30 years, 'Death Valley Days' is still selling Borax products 23

COMPLETE INDEX PAGE 7

W-I-T-H
Community
Club
Awards

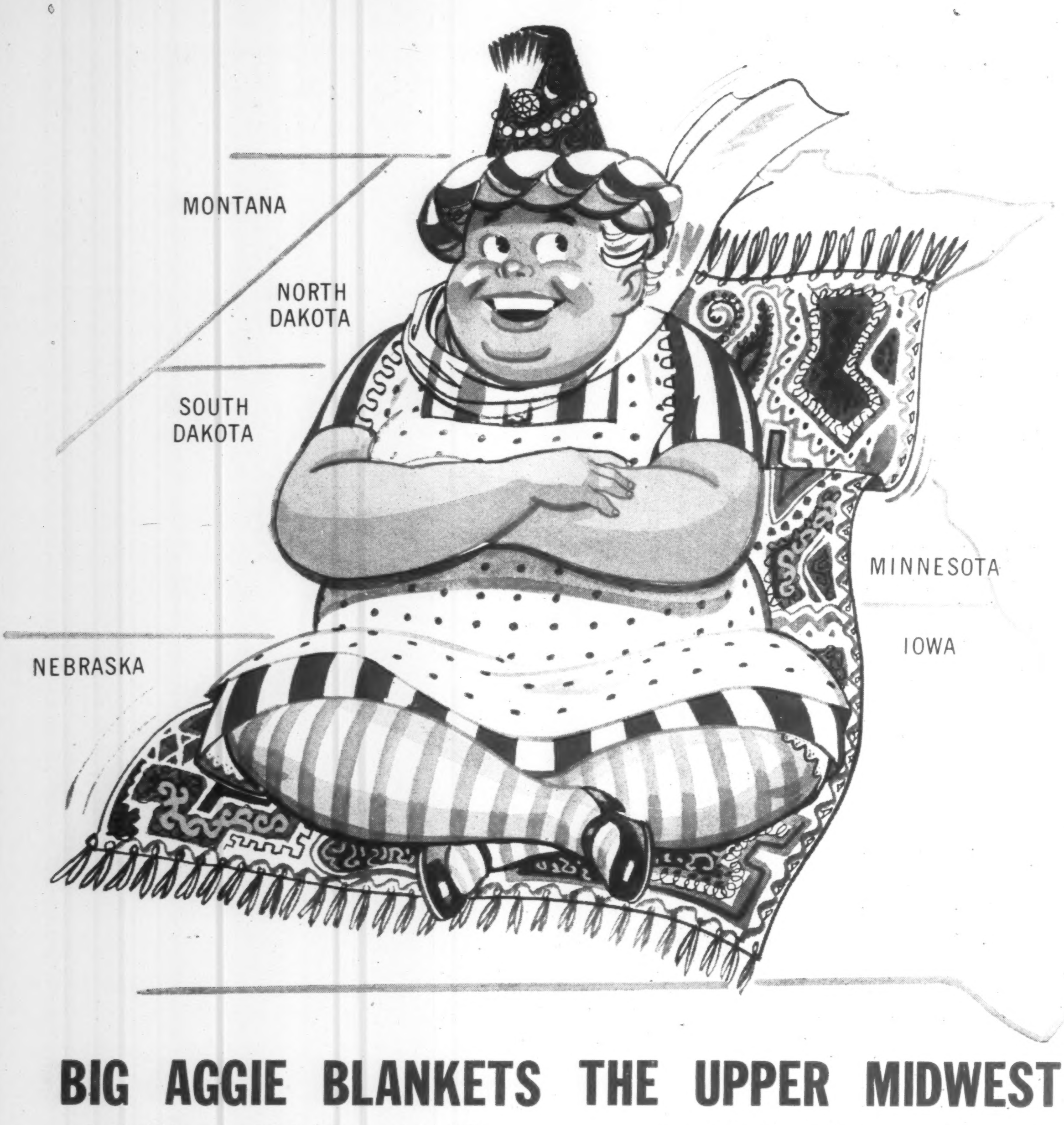
COMMUNITY CLUB AWARDS
FRATERNAL SOCIAL CHARITABLE RELIGIOUS CIVIC

'MR. CLUBWOMAN'

John C. Gilmore, president of Community Club Awards, in Baltimore to help W-I-T-H launch its 20th CCA campaign, is named "Mr. Clubwoman" by Mrs. John P. Kaufman of the Federated Women's Clubs of Maryland, while R. C. Embry, Executive Vice President of W-I-T-H looks on. This year W-I-T-H will round out $200,000 distributed among its clubwomen listeners. Since W-I-T-H pioneered this total merchandising concept in 1955, more than 750 CCA campaigns have been conducted in 400 markets in the United States, Canada, Puerto Rico and Australia, with some 6,000,000 women taking part. CCA stations have received more than $10,000,000 from participating advertisers, while they rendered a positive, tangible service to their communities. W-I-T-H is proud to lead the way with CCA in responsible broadcasting by community-integrated stations.

Tom Tinsley, President; R. C. Embry, Vice President; **NATIONAL REPRESENTATIVES: SELECT STATION REPRESENTATIVES** in New York, Baltimore, Washington and Philadelphia; **ADAM YOUNG** in Boston, Detroit, Chicago, St. Louis, San Francisco, Los Angeles, Minneapolis, Milwaukee, Cincinnati, Cleveland, Pittsburgh and Seattle; **JAMES S. AYERS** in the South and Southwest.

RADIO
W-I-T-H
PERSONALITY Baltimore



BIG AGGIE BLANKETS THE UPPER MIDWEST

In fact, the powerful broadcast voice of Big Aggie spreads far beyond the WNAX 5-state area. In answer to a recent contest question, "What is the most unusual place you have listened to WNAX-570?"—Listeners informed us that they had heard WNAX-570 in half of the states in the nation as well as some eight different foreign countries.

Where do they listen? In tree tops and slaughter-houses, snake dens and dentist chairs, church belfries and delivery rooms, on flag poles and in caskets. WNAX-570 is their companion at work, at home and at play.

A recent Area Pulse Survey conducted in Big Aggie Land's five state area showed WNAX-570 to have almost three times as many listeners as the nearest competitor. WNAX-570 is the magic carpet that delivers listeners and sells products in America's 40th Radio Market.

See your Katz representative for details and the complete Big Aggie Story.

WNAX-570 CBS RADIO

PROGRAMMING FOR ADULTS OF ALL AGES

PEOPLES BROADCASTING CORPORATION
Sioux City, Iowa, Sioux Falls and Yankton, South Dakota
Represented by Katz

MINNESOTA
N. DAKOTA
S. DAKOTA
NEBRASKA
IOWA

PEOPLES BROADCASTING CORPORATION

WNAX	Yankton, South Dakota
KVTV	Sioux City, Iowa
WGAR	Cleveland, Ohio
WRFD	Columbus-Worthington, Ohio
WTTM	Trenton, New Jersey
WMMN	Fairmont, West Virginia

WCKT
TV-7

A CAMERA BLOWS the WHISTLE...

... and a New Force in South Florida makes its presence felt!

One such New Force documentary was WCKT's MIAMI: CONDEMNED, an hour in which the unflinching Camera 7 showed the slum conditions of Miami in a harsh, direct style that brought new, fresh candor and responsibility to the television screen. MIAMI: CONDEMNED used film, tape and live sequences to bring into clear public light an appalling social and welfare problem.

The facts, the issues and the people in the open and in the background were given a responsible opportunity to speak. There were threats and counter-threats against the station but there was also overdue action by the City Commission and others to clean up the squalor.

WCKT's Camera 7—the Camera with a Conscience and a responsibility—will continue its vigil!

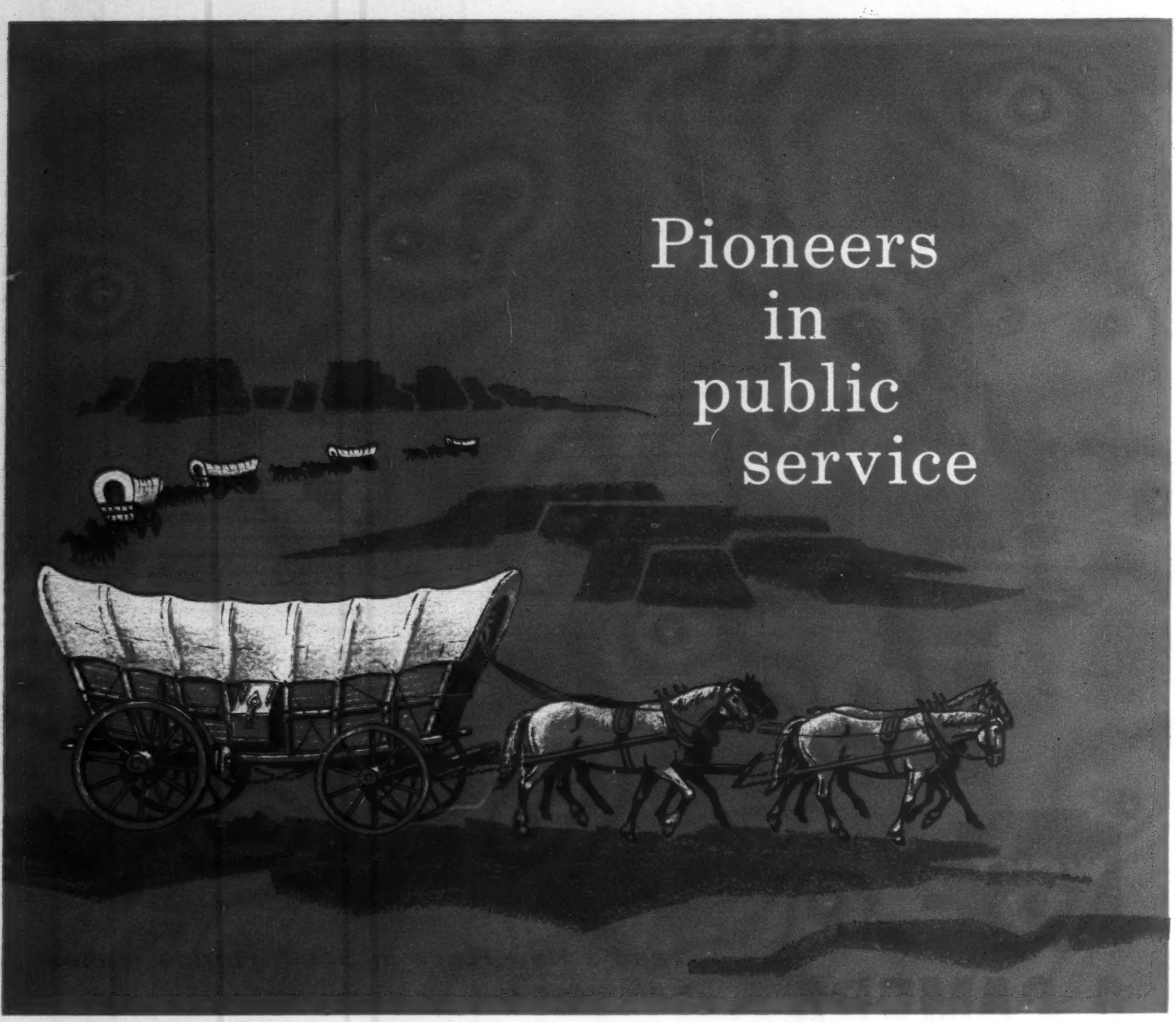
WCKT is the New Force in South Florida.

GEORGE FOSTER PEABODY

July, 1961, marks 5 years of responsible WCKT service

WCKT/BISCAYNE TELEVISION CORP.
MIAMI, FLORIDA

SEAL OF GOOD PRACTICE



The Conestoga Wagon, a pioneer in transportation, originated in Lancaster County, Pennsylvania. It was the principal medium of westward travel, prior to the railroads.

WGAL-TV, a pioneer station, introduced television to a sizeable area of Pennsylvania. Since its inception in 1949, WGAL-TV has firmly maintained its pioneering principles by being constantly alert to new and better ways of serving viewers throughout its coverage area.

WGAL-TV
Channel 8

Lancaster, Pa.
NBC and CBS
STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. New York • Chicago • Los Angeles • San Francisco

CLOSED CIRCUIT®

RKO's own rep firm

RKO General is latest major multistation owner to move toward establishment of own sales rep organization, now in process of formation and due to be announced next month. Don Quinn, former rep executive who headed sales at WNTA-TV New York before joining RKO General last March, will be national sales director. Stations involved are all RKO outlets except WHCT (TV) Hartford, which expects eventually to be pay-tv and may remain with Young-Tv in meantime. Others are KHJ-AM-FM-TV Los Angeles, WNAC-AM-TV and WRKO (FM) Boston, KFRC-AM-FM San Francisco and WHBQ-AM-TV Memphis, all of which are currently represented by H-R Representatives and H-R Television; WOR-AM-FM-TV New York, whose representation in south and far west is also by H-R (stations have own sales arms in New York and Chicago); CKLW Windsor-Detroit (Robert E. Eastman); CKLW-TV (Young-Tv) and WGMS-AM-FM Washington (Avery-Knodel).

Others pioneered

Westinghouse, Storer and ABC-TV are other multiple owners that have moved into rep area recently.

Reports circulated last week that Corinthian and Capital Cities were thinking of following suit, but these were roundly denied by responsible officials. Metropolitan Broadcasting has recently set up house rep for one of its stations, WNEW New York, but has given indication of extending this principle to all its stations.

Booz, Allen at H-R

Study designed to clear out underbrush from dense paper jungle that historically surrounds spot time buying and selling is under way at H-R Representatives and H-R Television. It's being conducted for H-R by Booz, Allen & Hamilton, management consultants well known in broadcasting. Objective: cut down paper work at all three levels—station, rep, agency—so that buying-selling can be conducted more efficiently.

Bill or Vince?

Unless there's eleventh hour switch, NAB executive vice presidency will go to one of two incumbent staff executives: William Carlisle, manager of station relations, or Vincent T. Wasilewski, vice president government relations and former NAB counsel. Gov. LeRoy Collins, it is learned, is canvassing his advisory committee and apparently would be satisfied with either. Mr. Carlisle, formerly with WKBR, Manchester, N. H., and other New England stations, is 38, and has been with NAB since 1954. Mr. Wasilewski, 38, is veteran of 12 years with association, but hasn't had station experience. Latter fact is one reason Gov. Collins is checking board members because one of specifications is for "practical broadcaster" to serve in No. 2 spot.

Swezey as code head?

Robert D. Swezey, former executive vp-general manager of WDSU-AM-FM-TV New Orleans, is front runner for NAB code head in charge of administration of both radio and tv codes. New office, authorized by board at meeting last June as one of cornerstones of reorganization, carries vice presidency. Attorney-broadcaster Swezey (Harvard, 1931) is 54 and has been with NBC, ABC and MBS, latter as vice president, general manager (1944-48). He sold his 20% interest in WDSU properties last March and had been assistant to Secretary of Labor Mitchell until change in administration.

Mr. Swezey has conferred with NAB President LeRoy Collins but there was no formal proffer or indicated acceptance. Mr. Swezey was chairman of NAB Committee in 1947 which drafted first radio code and provoked controversy at Atlantic City convention. In 1952, he chaired committee which brought in first television code. Swezey family left for Europe last Saturday (July 29) for month vacation and it's presumed discussions with Gov. Collins will be resumed after Labor Day.

Special attention to GE

FCC staff still is actively pursuing its investigations of license qualifications of General Electric Corp. and Westinghouse Electric Corp. following antitrust convictions of those two firms and several of their top executives. Latest commission move was letter to GE seeking: (1) description, with diagram, of top management organization of GE; (2) diagram of line of authority of GE executives over its broadcast operations, and (3) position description of J. Milton Lang (general manager of GE's WRGB (TV), WGY and WGF (FM), all Schenectady, N. Y., and each person in line of authority above Mr. Lang up to but not including chairman of board and president.

Shell sneaking back

After weeks of on-again, off-again negotiating, Shell Oil has definitely contracted to renew sponsorship of four hours of *Leonard Bernstein's Young People's Concerts* (CBS-TV). Shell's action (although billings from series comes out of Kenyon & Eckhardt, agency handling oil company's institutional advertising) is seen as another indication that much of firm's $15 million in consumer advertising, all of which has been channeled into print media, will eventually find its way back to tv. Earlier this month Shell approved three-week spot tv schedule for its consumer billings through Ogilvy, Benson & Mather (BROADCASTING, July 17), and previously it closed deal to sponsor golf film series of 11 hours on CBS-TV.

Rochester transfers

FCC has approved in principle transfers in Rochester, N. Y., involving ch. 5 and ch. 10 there. Matter was held up pending document writing to deny several protests and is expected to receive formal commission okay at tomorrow's FCC meeting. WROC-TV ch. 5 is being sold to WVET-TV for $6.5 million. WVET-TV, which shares ch. 10 with WHEC-TV (Gannett), is selling its interest in ch. 10 to WBEC-TV for $3.8 million. Transactions include transmitter-antenna property, studio and office space.

Drop-in back-fire

Taking leaf from clear channel book, vhf broadcasters who would be affected by FCC deintermixture-drop-in bombshell (see pages 48 and 49) are expected to importune Senate to adopt resolution expressing opposition to "down-grading" of tv coverage as disservice to public. Accusation will be that FCC majority is not acting in good faith since it received from Congress last year $2 million-plus appropriation for New York uhf test and that implicit in this authorization was understanding that vhf coverage would not be disturbed pending New York test results.

Influential in deintermixture-drop-in action, which squeaked through 4-3, was FCC's new Broadcast Bureau Chief, Kenneth Cox. Mr. Cox was special counsel of Senate Commerce Committee which delved into tv allocations and advocated steps that would introduce greater competition through use of uhf and possibly reduced vhf separations.

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FIRST CHOICE
in Milwaukee
witi-tv
premium audience
every night ✦✦✦
6:30 to 10:00

✦✦✦✦**Four ratings in a row** tell the same story — in Milwaukee, Channel 6 is first choice with viewers during prime time . . . and it's growing! Its shares, seven nights a week, 6:30 to 10:00 pm:

✦ 39.3—ARB, May '61	✦ 35.8—Nielsen, May '61
✦ 40.2—ARB, June '61	✦ 36.0—Nielsen, June '61

witi-tv
Milwaukee

6 abc

Represented by Storer Television Sales, Inc.

WEEK IN BRIEF

A rash of decisions of importance to broadcasting interest breaks out in a busy two days at the FCC as its seven members accelerate business to clean up for August retreat. See . . .

FCC CLEARS DECKS . . . 21

In a 4-3 split, the FCC pours on the coal in a deintermixture rulemaking notice to put third vhfs in eight major markets to end all drop-ins, and make eight single-vhf markets all-uhf. See . . .

DEINTERMIXTURE ACTION . . . 48

U. S. Borax's 'Death Valley Days' has proved itself to be a full-blown perennial, which lasted on radio for over two decades, then moved over to television, where it's completed a third ten years. See . . .

DEATH VALLEY DAYS . . . 23

A regular, commercial space communications system with ocean-spanning tv will be operating by 1963, Commissioner Craven testifies on the Hill. President Kennedy espouses private ownership. See. . . .

TRANS-OCEAN TV BY '63 . . . 74

Television has dropped in esteem among the country's opinion leaders in the past two years, according to a study of 2,400 reply questionnaires (of 20,000 mailed out) by National Audience Board. See . . .

GROUP FINDS TV 'MEDIOCRE' . . . 66

Radio could improve its reputation and its market value if the medium would organize a high-level promotion campaign, using magazines, newspapers in major markets, agencyman Emil Mogul believes. See . . .

HOW TO HELP RADIO . . . 34

The FCC is still anxious to atone for past sins allegedly committed in television awards at that Babylon of Biscayne Bay, Miami. Last week the agency set aside another earlier grant—ch. 7. See . . .

FCC VACATES CH. 7 GRANT . . . 56

Crowell-Collier's KDWB Minneapolis must fork over a $2,500 fine for failing to use the right power and antenna. It's the FCC's first use of authority granted by Congress last year. See . . .

COMMISSION TRIES NEW TEETH . . . 60

Canadian radio broadcasters, under new rules proposed by the BBG, are being encouraged to concentrate commercials into fewer periods to allow programs uninterrupted by commercials. See . . .

BBG FOR LONGER PROGRAMS . . . 72

Connecticut's Sen. Dodd, whose Juvenile Delinquency Subcommittee has been hearing things about television, indignantly tells the homefolks networks should be regulated to halt violence on tv programs. See. . . . .

DODD RESUMES ATTACK . . . 56

DEPARTMENTS

AT DEADLINE 9
BROADCAST ADVERTISING 22
BUSINESS BRIEFLY 28
CLOSED CIRCUIT 5
CHANGING HANDS 44
COLORCASTING 68
DATEBOOK 12
EDITORIAL PAGE 94
EQUIPMENT & ENGINEERING 73
FATES & FORTUNES 76
FOR THE RECORD 80
GOVERNMENT 48
INTERNATIONAL 72
LEAD STORY 21
THE MEDIA 34
MONDAY MEMO 16
OPEN MIKE 18
OUR RESPECTS 93
PROGRAMMING 66
WEEK'S HEADLINERS 10

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QUALITY BROADCASTING SELLS RICH, RICH SOUTHERN NEW ENGLAND

QUALITY IN SEAMANSHIP IS EXEMPLIFIED BY THE TRAINING RECEIVED BY CADETS OF THE UNITED STATES COAST GUARD ACADEMY, NEW LONDON, ON SUMMER CRUISE ABOARD THE USCG EAGLE.

IN RICH, RICH SOUTHERN NEW ENGLAND, QUALITY IN BROADCASTING IS THE HALLMARK OF WTIC-TV AND WTIC RADIO WHOSE FIRST CONSIDERATION IS ALWAYS THE VIEWER AND LISTENER.

WTIC-TV 3 **CBS Affiliate**

REPRESENTED BY HARRINGTON, RIGHTER & PARSONS, INC.

WTIC 50,000 watts **NBC Affiliate**

REPRESENTED BY THE HENRY I. CHRISTAL COMPANY

Late news breaks on this page and on page 10
Complete coverage of week begins on page 21

AT DEADLINE

FCC UNWRAPS STRATEGY TO AID UHF

Features: end to uhf allocations, grants to first comers

FCC Friday (July 28) extended its long-planned "helping hand" to uhf (BROADCASTING, Dec. 12, 1960) in asking for comments on proposal to expand use of idle frequencies.

Highlighting plan are proposals to abolish uhf table of allocations, authorize dual vhf-uhf operation by same licensee in same city, expand deintermixture and eliminate comparative hearings for uhf channels (with qualified applicant getting grant before second party can apply). FCC's uhf plans were announced at time agency made public its planned deintermixture of eight cities and drop-in of vhf channels at like number of markets.

Commission expressed "unqualified recognition" that uhf is indispensable to fully nationwide competitive tv service. Use of uhf in markets where multiple, comparable services would probably develop (not possible under intermixture) would be encouraged through establishment of uhf city "pools" (group of channels not allocated but available for specific city). Additional channels also would be for etv.

FCC will make new push for legislation requiring manufacture of all-channel receivers and will encourage use of translators to fill in white areas.

Applicants could designate and apply for any uhf channel available for city, but FCC will guard against unequal distribution across country under plan. First applicant for local channel would preempt it.

Comments were invited by Oct. 2. Commissioners Hyde, Craven and Cross dissented.

Minow off hook

FCC Chairman Newton Minow Friday repudiated charges of political favoritism made against him by Rep. Robert H. Michel (R-Ill.) in FCC's grant of Moline ch. 8 Moline, Ill., to Moline Tv Corp. (see page 58).

Mr. Minow said: "I decided, after attending oral argument, not to vote in the case nor to participate in the deliberations about it because I knew one of the applicants and had worked in his behalf when he was a candidate for public office."

Rep. Michel had charged FCC Democrats voted to reverse examiner's initial decision as political favor to Moline Tv's Richard Stengel. Actual vote revealed Friday showed three FCC Republicans (Ford, Lee, Hyde) and one Democrat (Bartley) voted to reverse examiner; Democrat Cross voted to affirm examiner and Democrats Craven and Minow abstained.

FCC defends space unit; NASA, AT&T sign pact

Two congressmen kept FCC Chairman Newton N. Minow and Commissioner T. A. M. Craven on griddle Friday during House Commerce Committee space satellite hearing.

Reps. John E. Moss (D-Calif.) and John D. Dingell (D-Mich.) criticized FCC's proposed *ad hoc* committee on space because it includes only international common carriers.

Chairman Minow said manufacturers' and domestic carriers' proposals would also be considered and that FCC retains power of approval over committee's suggestions.

Congressmen were worried that international carriers (such as AT&T, RCA Communications, IT&T and Western Union) would try to influence equipment contracts in their own interests or otherwise gain monopoly (see story, page 74).

National Aeronautics & Space Administration said Friday it has signed with AT&T to launch active satellites made by Bell for experiments to test tv and other signals.

AT&T will spend $25 million on project ($500,000 to build each satellite, $6 million payment to U. S. for each launching). Two test satellites are to be put into orbit from Cape Canaveral (in April, October) and possibly two more (in June, December). All data are to be turned over to NASA for release to scientific community.

CBS-TV News expands— its daytime schedule

CBS-TV's news will handle bigger slice of network's daytime programming this fall, with addition of three new informational programs Oct. 2.

First is 30-minute weekday news and features program, tentatively titled *Calendar* (10-10:30 a.m.). Newsman Harry Reasoner will handle news reports and some interviews, but host is yet to be named.

Program will have magazine format and deal with many subjects including arts, history, science, human relations, leisure and current events. Experts from various fields will be guests.

Other additions will be five-minute news programs: *Charles Collingwood With the News* (Mon.-Fri., 3:55-4:00 p.m.), and another with CBS news correspondent to be announced (Mon.-Fri., 11:55 a.m.-noon). Two half-hour entertainment shows *Your Surprise Package* (at 11:30 a.m.) and *The Verdict Is Yours* (at 3:30 p.m.) will be cut to 25 minutes to make room for new programs.

CBS-TV children's program, *Captain Kangaroo*, will be expanded to full hour daily (Mon.-Fri., 8-9 a.m.; Sat., 9:30-10:30 a.m.), beginning Oct. 2. It previously was 45 mniutes.

Senators try to link tv violence to networks

Senate Juvenile Delinquency Subcommittee on Friday presented stack of subpoenaed documents and half-dozen subpoenaed witnesses in effort to demonstrate network brass is responsible for tv's alleged excessive violence. Testimony, for first time during hearings, was sworn.

One letter read into record was designed to show that David Levy, former NBC programming vice president, wanted more sex and violence in Ziv-UA's *Man and the Challenge* series. Two Ziv-UA officials, however, insisted pressures were resisted.

Other documents purported to show that ABC permitted Desilu to ignore objections of network's continuity department to excessive violence in *The Untouchables*.

Arkansas board okays test for wired pay tv

Three-man board of Arkansas Public Service Commission ruled unanimously Friday in favor of International Telemeter pay-tv experiment in Little Rock. Ruling ordered Southwestern Bell Telephone Co. to establish rates and facilities in Little Rock for closed circuit wired pay tv system for Midwest Video Corp., which holds telemeter franchise. Midwest is owner of group of community tv systems in Southwest.

more AT DEADLINE page 10

WEEK'S HEADLINERS

Mr. Webber

Mr. Schachte

Harold H. Webber, vp and director of Cowles Magazines & Broadcasting Inc., and formerly executive vp of Foote, Cone & Belding, elected consumer relations vp of Lever Bros. Mr. Webber, who will join Lever on Aug. 15, will take over duties of **Henry Schachte,** who is resigning as executive vp to join parent Unilever Ltd., London, as member of management committee of Unilever Marketing Div. Mr. Webber will supervise Lever Bros.' advertising, promotion, marketing, research and pr activities. Mr. Schachte, who joined Lever in June 1955, will begin Unilever post Aug. 31, and will assist its European companies in dealing with their advertising and marketing problems. He was previously senior vp of Bryan Houston Inc. and has been board chairman of Assn. of National Advertisers. Mr. Webber's advertising career started in 1941, first as account research supervisor at Chicago office of Lord & Thomas. In 1944, when Foote, Cone & Belding acquired Lord & Thomas, he was named vp and research director. He became executive vp and director in 1955. He joined Cowles in 1957 as vp, becoming director year later.

David Klinger, formerly director of business affairs, CBS News, appointed vp-administration. Administrative responsibilities of CBS News were formerly functions of **Robert E. Lang,** who continues as vp in charge of sales and sales administration of news and public affairs programs. **Ernest Leiser,** formerly head of CBS News bureau in West Germany, appointed to new position of assistant general manager of CBS News for tv, it was announced officially (BROADCASTING, July 24). No counterpart position for radio news is planned. Mr. Klinger joined CBS in 1950 as assistant to director of business affairs, CBS-TV, and became director of business affairs for CBS News in May 1958. Reorganization follows previously announced realignment of news and public affairs research, news and public affairs transcripts and CBS News Special Projects library under CBS News Information & Special Services.

Mr. Burke

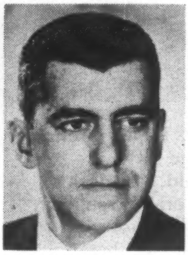
Mr. Lewis

Mr. Pogan

Mr. Peebles

Daniel B. Burke, formerly new products manager of Jello Div., General Foods, appointed general manager of WTEN (TV) Albany, N. Y. He succeeds **Thomas S. Murphy,** newly named executive vp of Capital Cities Broadcasting, which owns WTEN. Other executive appointments: **Charles G. Pogan,** tv operations director of WTEN, named program director for all Capital Cities tv stations; **William J. Lewis,** sales manager of WTEN, named director of sales for all Capital Cities tv stations. Both Messrs. Pogan and Lewis will also continue their present positions in Albany. **Robert M. Peebles,** station manager of WROW Albany, has also been named station's general manager. Capital Cities' other tv stations are: WTVD (TV) Durham, N.C.; WCDC (TV) Adams, Mass., and WPRO-TV Providence, R.I.

Martin Brown, treasurer, AB-PT, elected to additional post of vp and treasurer of company's ABC division. **Michael P. Boland,** ABC vp and assistant treasurer, elected ABC vp in charge of financial controls. Mr. Brown joined company in 1959 as assistant treasurer of AB-PT and assistant treasurer of ABC. He was elected AB-PT treasurer in May 1960. Before joining company he had been associated with Price Waterhouse Co., N. Y., for 10 years. Mr. Boland came to ABC in 1951, serving as tv budget officer and assistant controller. He became member of ABC cost control unit in 1955, was named assistant treasurer of ABC in 1956, and last January was elected to vp.


Mr. Brown

Mr. Boland

For other personnel changes of the week see FATES & FORTUNES

Action came as result of petition filed with commission by Midwest Video Jan. 23. Petition was contested by Independent Theatre Owners of Arkansas, affiliate of Theatre Owners of America, who contended commission lacked jurisdiction in matter because pay tv program will be produced outside state. Commission dismissed theatre owners' petition.

Spokesman for Telemeter said ruling represents "important and basic victory for pay tv."

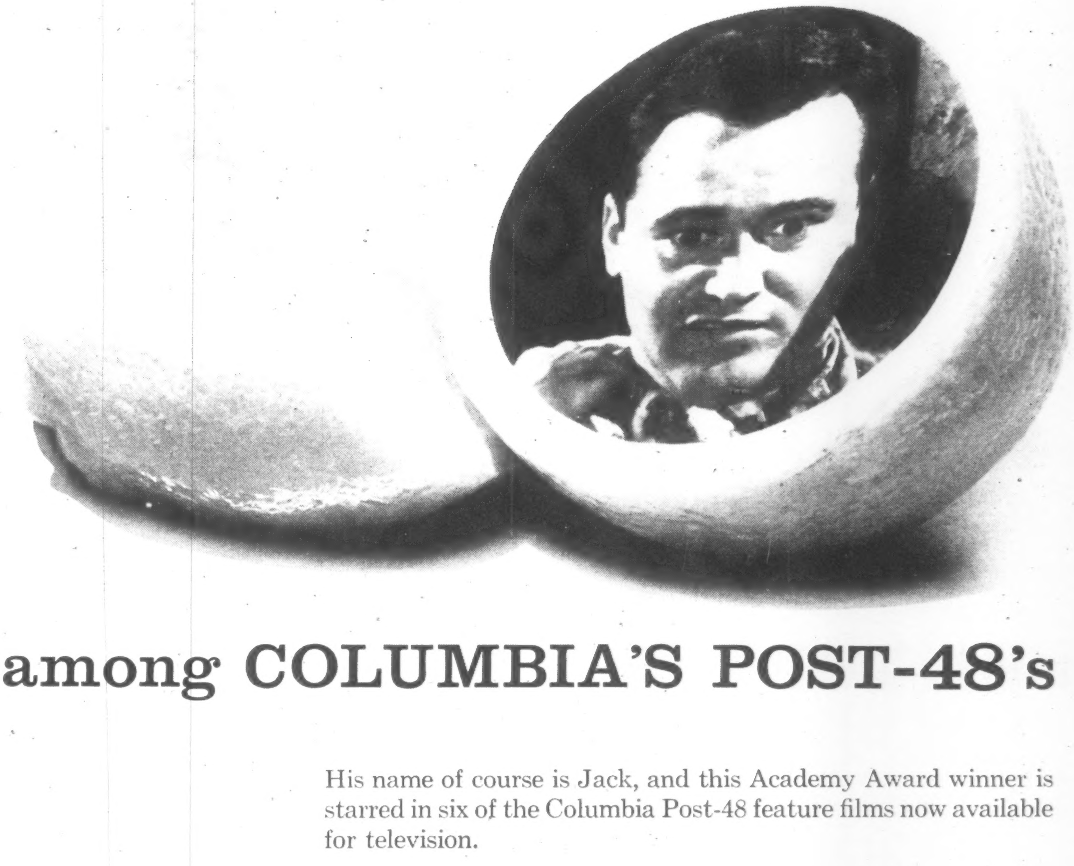
Stuart buys KOEL: $364,000

KOEL Oelwein, Iowa, was bought by Stuart Stations for $364,000, subject to FCC approval, Dick Chapin, executive vice president of Stuart group, said Friday. Sellers include C. W. Crahan and 14 other local businessmen. Consultant's contract is being negotiated with KOEL manager Walter Teich. Stuart Stations, owned by James Stuart, include KFOR Lincoln, KRGI Grand Island, and KODY North Platte, all Nebraska; KSAL Salina, Kan., and KMNS Sioux City, Iowa. Broker was Norman & Norman.

K&E forms London agency

Establishment of Kenyon & Eckhardt Ltd., London, as independently operating advertising agency to provide creative service to its American clients and advertisers generally is to be announced today (July 31) by B. C. Stewart, K&E president.

THE ONLY LEMMON



...among COLUMBIA'S POST-48's

His name of course is Jack, and this Academy Award winner is starred in six of the Columbia Post-48 feature films now available for television.

These are the big features with the big stars that are racking up big ratings in major markets from coast-to-coast.

If you want to make your station *the* station for fine feature films ...the station that attracts more viewers and more sponsors, contact us post haste about the Columbia Post-48's!

THE
FEATURES
TOP
STATIONS
FEATURE

SCREEN GEMS, INC.

TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.

WAVE-TV gives you
28.8% more WEEK-END CHEFS
—and they buy 28.8% more food, condiments, sauces, flavorings, etc.!

WAVE TV

That's because WAVE-TV has 28.8% more viewers, from sign-on to sign-off, in *any* average week. Source: N.S.I., Dec., 1960.

CHANNEL 3 • MAXIMUM POWER
NBC
LOUISVILLE
THE KATZ AGENCY, National Representatives

What does ARTHUR S. PARDOLL say about*
BROADCASTING YEARBOOK?

"INVALUABLE REFERENCE SERVICE"

"I find the BROADCASTING Yearbook an invaluable reference service in our business."

* Associate Media Director
Foote, Cone & Belding
New York

Will YOUR advertising story be seen by top agency-advertiser people like this in the 1961-62 BROADCASTING YEARBOOK when it comes off the press on September 1? *Guaranteed circulation:* 18,000 copies. *Same* rates, *same* space sizes as every issue of BROADCASTING. *Final plate deadline:* Aug. 7. Reserve the position you want – TODAY – before somebody else gets it! Wire or call collect to nearest BROADCASTING office now!

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales Street, N. W., Washington 6, D. C.

DATEBOOK

A calendar of important meetings and events in the field of communications

*Indicates first or revised listing.

JULY

July 30-Aug. 5—**American Women in Radio & Television,** first mid-career seminar. Syracuse U., Syracuse, N. Y.

July 31—Comments due on FCC rule change regarding broadcast announcement of financial interest held by station management or employes in products or services promoted on air (plugola).

AUGUST

Aug. 1-4—**Advertising Age Summer Workshop on Creativity in Advertising.** Palmer House, Chicago. Participants include Norman (Pete) Cash, TvB; Marion Harper Jr., Interpublic Inc.; Leo Burnett, Leo Burnett Inc.; Fairfax M. Cone, Foote, Cone & Belding; Edgar Kobak, management consultant.

Aug. 3-4—**Northwestern U. Conference on Mass Media and their Responsibilities in Free Society,** Northwestern U. School of Law, Chicago. Participants include FCC Chairman Newton N. Minow; J. Leonard Reinsch, executive director of Cox stations; Pierre Salinger, presidential news secretary; former FCC Commissioner Charles H. King; Prof. Louis L. Taffe, Harvard Law School; Dean Roscoe Barrow, U. of Cincinnati Law School and FCC consultant; Fairfax Cone, chairman, Foote, Cone & Belding; Clair R. McCollough, chairman NAB Board; Ralph McGill, publisher, *Atlanta Constitution;* Ward L. Quaal, WGN Inc.; William R. McAndrew, NBC News; Warren K. Agee, executive officer, Sigma Delta Chi; Edward L. Bernays, public-relations consultant; Prof. John E. Coons, Northwestern U. (conference director); John W. Guider, WMTW (TV) Poland Spring, Me.; Morris S. Novik, broadcast consultant, AFL-CIO; John Taylor, WTTW(TV) Chicago etv station; W. Theodore Pierson, Washington communications attorney; Peter Goelet, National Audience Board president; Sig Mickelson, Time Inc.; Sol Taishoff, editor and publisher BROADCASTING and *Television* magazines, and others.

*Aug. 6-8—**Georgia Assn. of Broadcasters,** annual summer convention. Speakers include Frank Fletcher, immediate past president of Federal Communications Bar Assn.; FCC Commissioner Robert T. Bartley and Sen. Herman Talmadge (D-Ga.). King & Prince Hotel, St. Simon's Island, Ga.

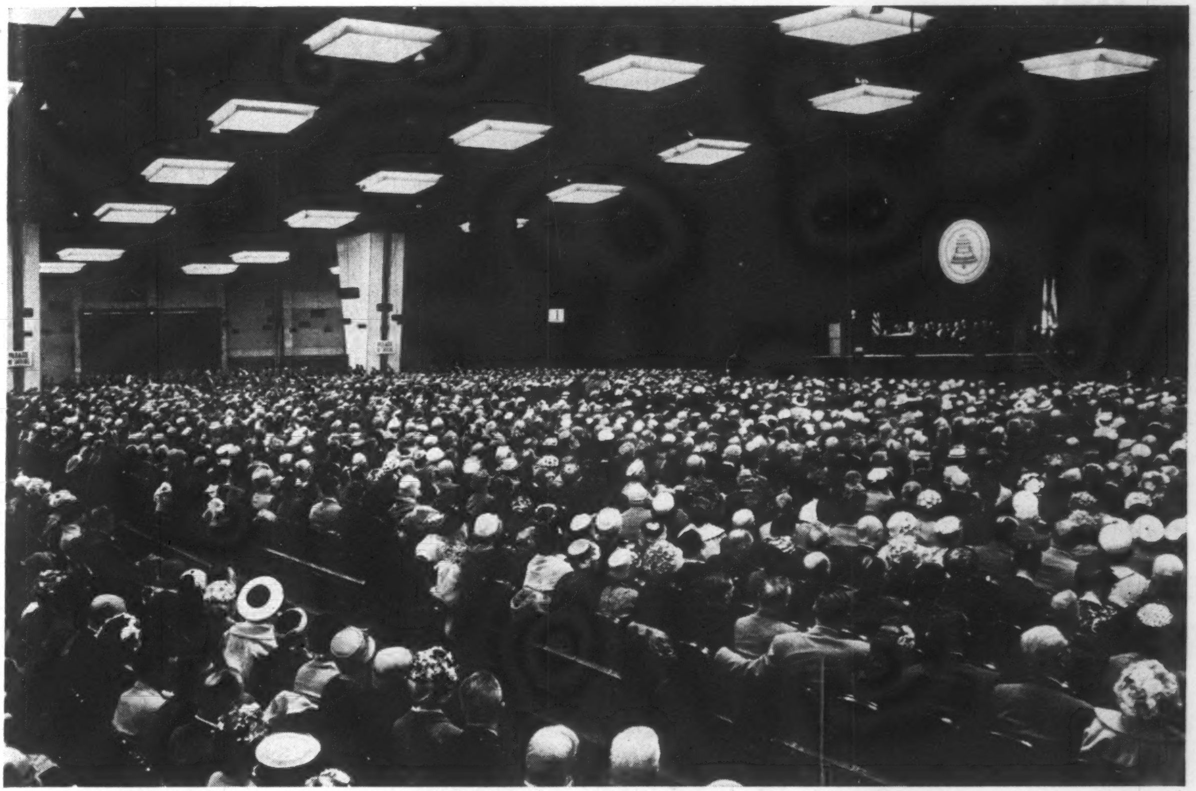
Aug. 7-11—**American Bar Assn.,** 84th annual meeting, 15 principal hotels and Kiel Auditorium, St. Louis. To be addressed by President Kennedy and numerous other top government officials, including special presidential assistant James M. Landis and chairmen of "big six" regulatory agencies, including FCC and FTC.

Aug. 11-12—**Texas Associated Press Broadcasters Assn.,** fourteenth annual meeting. Hotel Lincoln, Odessa, Tex.

*Aug. 12—**New Mexico Broadcasters Assn.,** meeting. Alvarado, Albuquerque.

RAB management conferences

Sept. 7-8 Haddonfield, N. J.
Sept. 11-12 White Sulphur Springs, W. Va.
Sept. 18-19 Sea Island, Ga.
Sept. 21-22 Dallas.
Sept. 28-29 Des Plaines, Ill.
Oct. 5-6 Omaha.
Oct. 9-10 Palo Alto, Calif.
Oct. 12-13 Detroit.



RECORD ATTENDANCE. Nearly 19,000 share owners attended the 1961 annual meeting of A. T. & T. This was the largest attendance ever recorded by any business. There was full and free discussion of many matters—evidence of democracy at work.

Now... 2,000,000 Bell Telephone Share Owners

A NEW MILESTONE IN DEMOCRACY AND AMERICAN BUSINESS

The ownership of the country's largest business by over two million people is a dramatic testimonial to the American economic system. Here, for all the world to see, is democracy at work.

The result is a communications service of increasing value to both the public and business and a vital element in national defense.

The owners of American Telephone and Telegraph Company stock are people in all walks of life, in every section of the country.

A great many are small share owners. About 290,000 own fewer than ten shares. 42% are women. An additional 31% are joint accounts, generally in the names of husband and wife. More than 300,000 are telephone employees.

In addition to the direct owners, many millions of other people have an important, beneficial interest through the holdings of their insurance companies, pension funds, investment companies, unions, savings banks, etc.

Without the money that A. T. & T. share owners have put in the business, you could not possibly have the telephone service you enjoy today. Nor would there be work and wages for over 730,000 employees.

This year alone share owners have furnished $961,000,000 in new capital by subscribing to A. T. & T. stock.

Given the opportunity to plan boldly for the future—and with earnings on a level that makes such progress possible—you can be sure that we will make further contributions to the growth and security of the nation.

BELL TELEPHONE SYSTEM

ONE SHOT TAKES ALL THREE

LANSING
JACKSON
BATTLE CREEK

A solid play in Michigan's Golden Triangle stakes you to a lively market—Lansing, Jackson and Battle Creek! WILX-TV cracks all three with a city-grade signal and scores big in a lush outstate area.

Operating with a 1,008 foot tower at 316,000 watts. Let this one outlet give you all three markets.

Represented by
VENARD, RINTOUL & McCONNEL, INC.

THE GOLDEN TRIANGLE STATION

WILX-TV CHANNEL 10

Aug. 15—Reply comments due on FCC rule change requiring broadcast announcement of financial interest held by station management or employes in products or services promoted on air (plugola).

*Aug. 18-19—**Oklahoma Broadcasters Assn.**, meeting. Lake Murray Lodge, Ardmore.

Aug. 21-30—**ABC Radio Affiliates Meetings.** A series of four regional meetings, for network officials and representatives of affiliated stations. The schedule: Aug. 21, New York, Sheraton-East Hotel; Aug. 25, San Francisco, Mark Hopkins Hotel; Aug. 28, Chicago, Sheraton-Chicago Hotel, and Aug. 30, New Orleans, Sheraton-Charles Hotel.

*Aug. 22-23—**Annual Defense Communications Seminar,** National Industry Advisory Committee, under sponsorship of FCC. Defense Commissioner Robert T. Bartley will moderate first day; Assistant Defense Commissioner Robert E. Lee, the second day. FCC Chairman Newton N. Minow will address the meeting. Departmental Auditorium, Washington, D. C.

Aug. 22-25—**1961 Western Electric Show & Convention.** Cow Palace, San Francisco.

Aug. 25-26—**Arkansas Broadcasters Assn.**, fall meeting. Sam Peck Hotel, Little Rock.

*Aug. 26—**Broadcasters Sales Management Conference,** sponsored by U. of Mississippi and Mississippi Broadcasters Assn. King Edward Hotel, Jackson, Miss.

SEPTEMBER

Sept. 2—Ninth annual **California State Fair Press-Radio-Tv Top Story Awards** banquet in Governors Hall, State Fair Grounds, Sacramento, Calif. Medal awards presented for best news and public service programs broadcast by California radio and tv stations June 1, 1960,-May 31, 1961; also for best newspaper and magazine stories of year.

Sept. 5—Comments due on **FCC** inquiry and notice of proposed rulemaking changing fm spectrum and looking into duplication of am-fm programming.

Sept. 7—Deadline for comments on **FCC** rulemaking on revised program forms required with all broadcast applications.

Sept. 7—Comments on **FCC** rulemaking imposing new log-keeping methods and stipulating three-year maintenance of logs due.

Sept. 10-13—**Assn. Canadienne de la Radio et de la Television de Langue Francaise.** annual convention. Seaway Hotel, Toronto, Ont.

Sept. 11-17—**Affiliated Advertising Agencies Network** 17th annual international meeting. Sheraton-Blackstone Hotel, Chicago.

Sept. 14-16—**Michigan Assn. of Broadcasters** fall convention and business meeting. Hidden Valley, Gaylord, Mich.

Sept. 15—Deadline for comments on **FCC** proposal to grant rate increases to AT&T and Western Union for leased-line telegraph services.

Sept. 15—Comments due on proposed **FCC** rulemaking limiting grants of vhf translator stations only to those which would cover unserved areas rather than simply extend an existing station's coverage area.

*Sept. 15-17—**American Women in Radio & Television,** southern area conference. Dinkler-Tutwiler Hotel, Birmingham, Ala.

Sept. 16—**UPI Broadcasters Assn. of North Carolina,** annual meeting and news seminar. Hotel Robert E. Lee, Winston-Salem.

Sept. 18—Reply comments due on **FCC** rulemaking on revised program forms.

Sept. 18—Reply comments due on **FCC** rulemaking on new method and time period for keeping station logs.

Sept. 18-19 — **CBS Radio Affiliates Assn.**, annual convention. Waldorf-Astoria Hotel, New York.

Sept. 21-23—**Advertising Federation of America,** 10th district convention. Hotel Mayo, Tulsa.

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BROADCASTING

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*Reg. U.S. Patent Office

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A New Sales Force For...

KETV Omaha

HARRINGTON RIGHTER & PARSONS, Inc.

. . . Selling the leading Omaha station
with such standout programming as:

NEWS
THE EARLY SHOW
MOVIE MASTERPIECE*

. . . The largest feature film collection in the midwest,
plus the most post - 1948 films!

*1st PLACE FOR 20 CONSECUTIVE RATINGS!

Call Harrington, Righter & Parsons, Inc., Now!

OMAHA WORLD-HERALD TELEVISION STATION

KETV omaha channel 7

Ben H. Cowdery,
President

Eugene S. Thomas,
V. P. & Gen. Mgr.

EXCLUSIVE ABC TELEVISION NETWORK FOR OMAHA, COUNCIL BLUFFS AND LINCOLN

MONDAY MEMO from CARL M. POST, president, Post & Morr Inc., Chicago

Luck usually resides with the agencyman who pushes it

I happen to believe that in the advertising profession, or any other field for that matter, "luck" can be developed with practice, experimentation and determination.

Some agency executives early in life develop the habit of being lucky—of being positive—of being right more than 50% of the time. In contrast, we all know of the account executive or timebuyer whose "luck" is always bad.

How many times have we heard one of these men say "I wish I had his luck," or "Everything that fellow touches turns to gold," or "I never get the breaks." It certainly pays to be lucky. So how do people get that way?

'Lucky' People ▪ How was Fairfax Cone lucky enough to be manager of the Chicago office of Lord & Thomas 30 days before Albert Lasker turned the agency over to him and his two associates? How was Lasker himself lucky enough to have bought a lot of stock in Pepsodent and in Kotex and Kleenex when they were new and untried brands? How was Lou Wasey lucky enough to buy into Barbasol and end up with an island in the Bahamas today?

If you examine these people, you'll find they got into the habit of being lucky early in life. Their intuition seems often to have been uncanny and their hunches often correct. They seem to have been in the right place at the right time, doing and saying the right thing.

The others, those who constantly are besieged with and talking about a variety of minor and major problems, have created an aura of "bad news" about themselves and have a problem that multiplies itself. Their negative frame of mind may be one of the big contributing factors to their misfortunes.

Practice Makes Perfect ▪ A distinguishing characteristic about the Fairfax Cones, the Lou Waseys and the Albert Laskers is that they always were ready for opportunity when it came to them. More than that, a lot of their time was spent looking for opportunities. By constantly looking for ways to advance the ball, they lose their knack for fumbling it.

They are not like the golfer who spends two hours a day at the driving range practicing the wrong swing. They get the habit of being right and spend very little time dwelling upon, magnifying or rehashing their bad luck or problems of the day.

I think lucky people develop and polish their intuition like a jeweler polishes a stone. Given a chance to take a chance, they take it. They are willing to forecast the future. They are doers. They stand out among the agency crowd because they are innovators, inventors and idea men. They keep themselves in the habit of thinking this way.

On the desk of one of America's great advertising executives is a sign that says, "Do it now." The most important part of that phrase is the first two words. If you don't do it, you will never start adding to your collection of lucky events.

How We Hire ▪ Applicants seeking work with our agency often bring in impressive records and credentials on paper. Some of them have advanced degrees, excellent academic background and are pleasant and personable, well-dressed and impressive speakers. Yet, sometimes they do not ring the bell, for in looking over their lives and their past records of performance, we find signs which show they may be just a face in the crowd.

In probing more deeply into their way of life, we often find that they have been method workers, formula thinkers, copycat creators or "play-it-safers" with one eye on the boss and the other on the pension fund.

Their uneventful years have been characterized by the safe and the sound and the sane. They haven't tried much. They didn't take a chance.

To put it another way, we often find that this is the kind of person who tells you how unlucky he has been.

No agency is interested in hiring a copywriter or account supervisor whose career has been checkered with disaster and misfortune. No agency is interested in the art director who can do the job only as well as the man at the next desk.

Imagination ▪ What the agency employer is looking for in an account executive, a copy chief, a sales manager or a television writer is the one man in a thousand who has that extra ounce of intuition, a sense of timing, a little imagination and the courage of his convictions. All agencies and advertisers will pay handsomely to get that kind of lucky person on their staff.

You will notice that there is a distinction between speculating and gambling in this business of being lucky. The gambler takes a blind chance. The speculator has considerable more information on which to base his judgment and intuition.

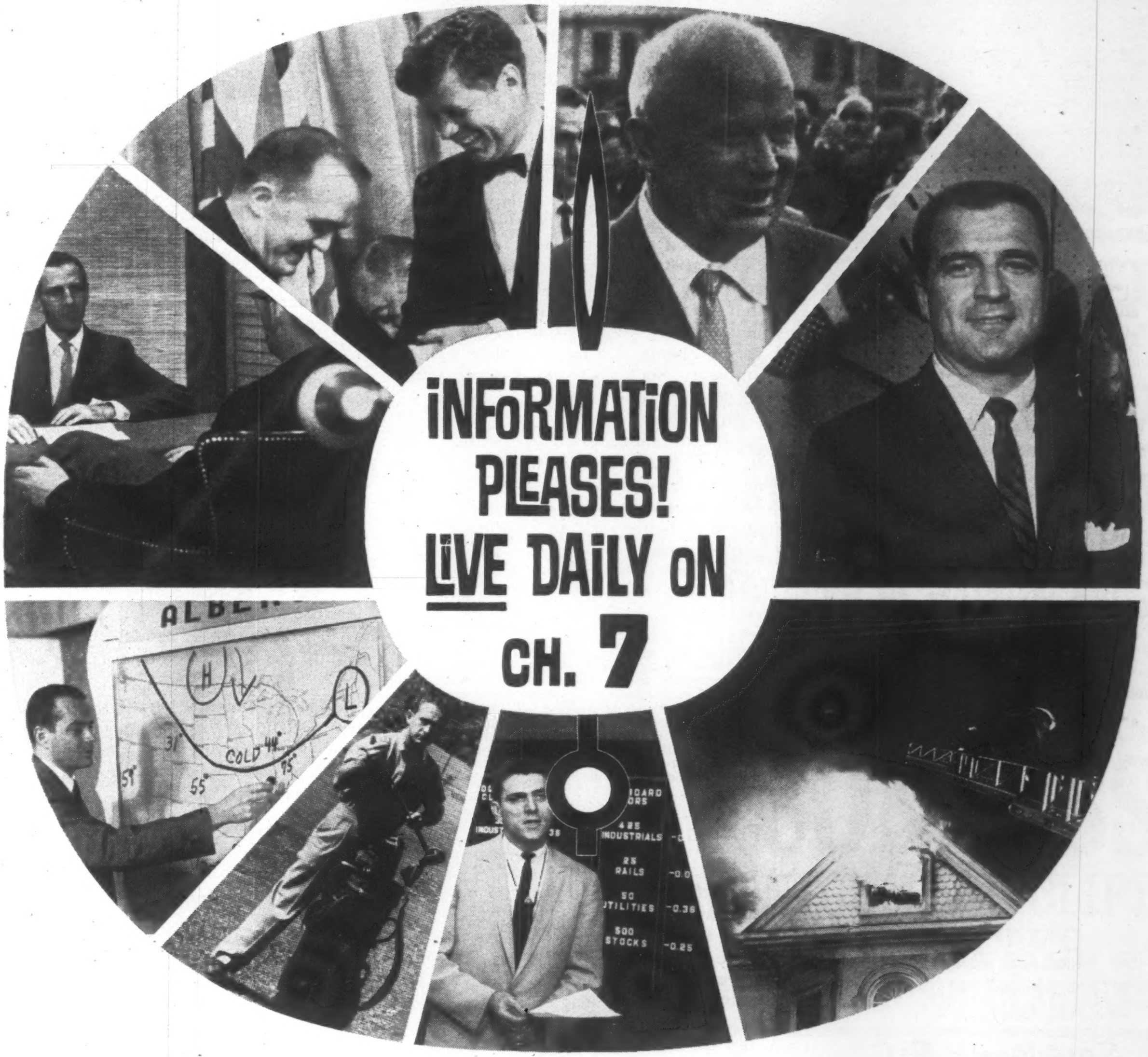
Here are five simple rules that we have found are a pretty good gauge of whether or not someone is going to be successful in our agency business. But you can apply them yourself. They are:

1. Know what you are doing.
2. Know more about it than the other fellow.
3. Make up your mind.
4. Be confident of your position.
5. Do it.

What It Takes ▪ One last thought to answer those who might ask just how hard do you have to work at this business of being lucky to succeed at it. In advertising, like all business, people sometimes are distinguished by their simple industry.

A young agency writer told me that when he signed out of the Prudential Building at 4 a.m. one time recently, the name just above his on the sign-out sheet was "Leo Burnett."

Carl Post was class president and Theta Chi president at the U. of Michigan where he was graduated in 1938. He was advertising copywriter for General Mills, Nash Kelvinator and Sears, Roebuck; account supervisor-copywriter-vp of Foote, Cone & Belding, vp of Erwin Wasey; executive vp of Grant Advertising; president of Gordon Best Agency, predecessor of P & M. Outside interests: commodity and stock markets, oil wildcatting. He has owned two cosmetics companies and other interests.



And here's how WHIO-TV gives viewers more of what they want. A solid hour of live and informative programming from 6 to 7 P.M. weekdays. Here's a typical run-down:

national and international news • sports • local and area news • business news and stock market information • weather summary • Dow Finsterwald's Golf Tips • plus features and human interest items in the news.

In addition, each Monday evening 7-7:30, "WHIO-TV Reports" presents a lively forum devoted to the discussion of items of particular local interest. "Rising Generation," a talent showcase for the youth of the area, adds life to Saturday evenings, 6-6:30 P.M.

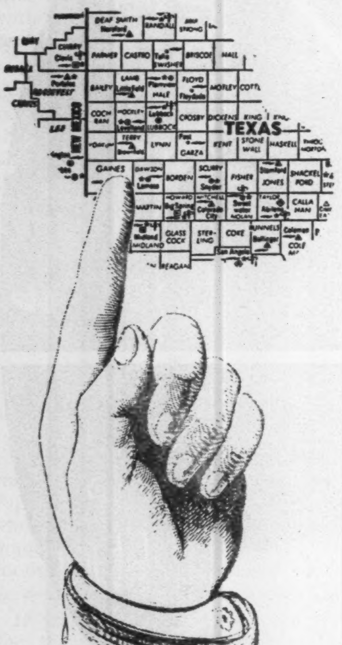
These, and countless other live and informative programs, provide the kind of balanced programming that pleases most of the people, most of the time in Ohio's 3rd, and the nation's 34th market.

See George P. Hollingbery (in living color) for the full story on Dayton's High, Wide, and Wholesome station (WHIO-TV)

Associated with WSB, WSB-TV, Atlanta, Georgia and WSOC, WSOC-TV, Charlotte, North Carolina

WHIO-TV
CBS
Channel 7
Dayton Ohio

Your single purchase buys co-ordinated promotion and coverage over 67,000 square miles in West Texas and East New Mexico! Here, the West Texas Television Network serves the CBS signal to a 62-county area and 1,079,300 people with effective buying income of $2,054,386,000 and retail sales in excess of $1,409,857,000*



***All figures are unduplicated by any W.T.T.N. stations. Ref.: Sales Management 1961 Survey.**

BIG! even for TEXAS!
CBS

west texas
television
network

W. D "Dub" Rogers, President and Gen. Mgr.

NATIONAL REPRESENTATIVE
THE BRANHAM COMPANY

OPEN MIKE ®

Commercials feature

EDITOR: The new service, "Commercials in Production," introduces a problem for some of your subscribers.

I'm sure you will find that Procter & Gamble will be most unhappy if any of their commercials are reported at the production stage.

We at Burnett specifically provide, in contracts with all commercial producers, that the production studios may not publicize in any manner their work for us for all clients, without our prior written authority. Such authority is never granted during production.

From our point of view, we would appreciate cancellation of the new feature. It just means a headache for us and for those producers who will, sooner or later, forget their obligations to us and risk being removed from our "approved producers" list as a result of breach of contract. . . .—*David W. Dole, Vice President, Leo Burnett Co., Chicago.*

[NOTE: While Procter & Gamble is certainly an important broadcasting advertiser it is by no means the only one and its wishes regarding suppression of news of commercial contracts cannot therefore be applied to the whole industry. Since BROADCASTING finds there is a good deal of interest in plans for production of new commercials it is believed that the new department will be of value to readers. The feature will be continued.]

Forms and substance

EDITOR: . . . I feel I must take exception to part of your editorial, "Forms and substance" (EDITORIALS, July 17).

In the first place, the new forms eliminate many of the old loopholes which have been threaded by many of our less public-spirited colleagues. In the second place, the new definitions of a program and of the different types of programming represent a definite improvement to both licensee and licensors. . . .

If all of us as licensees do our best to live by the intention of the Communications Act . . . our problems would be solved.—*Joseph D. Coons, President and General Manager, WOHI-AM-FM East Liverpool, Ohio.*

EDITOR: Bravo on your editorial, "Forms and substance." Frankly, it is high time that the average, usually unnoticed, honest, dedicated broadcaster rise up and be heard. It seems that broadcasting needs dynamic leadership now more than ever before in an effort to stem the tide of government control. . . . *Verne Paule, General Manager, WJPS Evansville, Ind.*

Special market stories

EDITOR: We will have good use for reprints of your special report on Los Angeles (BROADCASTING, May 29) in the servicing of industrial prospects who frequently request general economic information on the Los Angeles area.—*Patricia Aho, Industrial Department, Los Angeles Chamber of Commerce.*

EDITOR: Thank you for forwarding the BROADCASTING articles on the part television played in my successful campaign for the mayoralty of Los Angeles (THE MEDIA, July 10) and on the Los Angeles market study. I enjoyed reading both articles. . . .—*Sam W. Yorty, Mayor, Los Angeles.*

EDITOR: Congratulations on your excellent Los Angeles (BROADCASTING, May 29) and Chicago (BROADCASTING, June 19) articles. Undoubtedly the best ever done. . . . Please send me ten reprints of each article.—*Arthur Wittum, Director of Information Services, KNX Los Angeles.*

EDITOR: Your market profile of Chicago was one of the best I have ever had the pleasure of reading. You caught the flavor and tempo of our city and made it quite clear that we are not a "second city". . . .

I ordered reprints for all of our salesmen. I, for one, use a reprint of your story when I talk to clients. *Ruth L. Ratny, Vice President, Fred A. Niles Productions Inc., Chicago.*

[Reprints of the Los Angeles and the Chicago articles are available at 25 cents each, $15 per hundred.]

Lionel's tv campaign

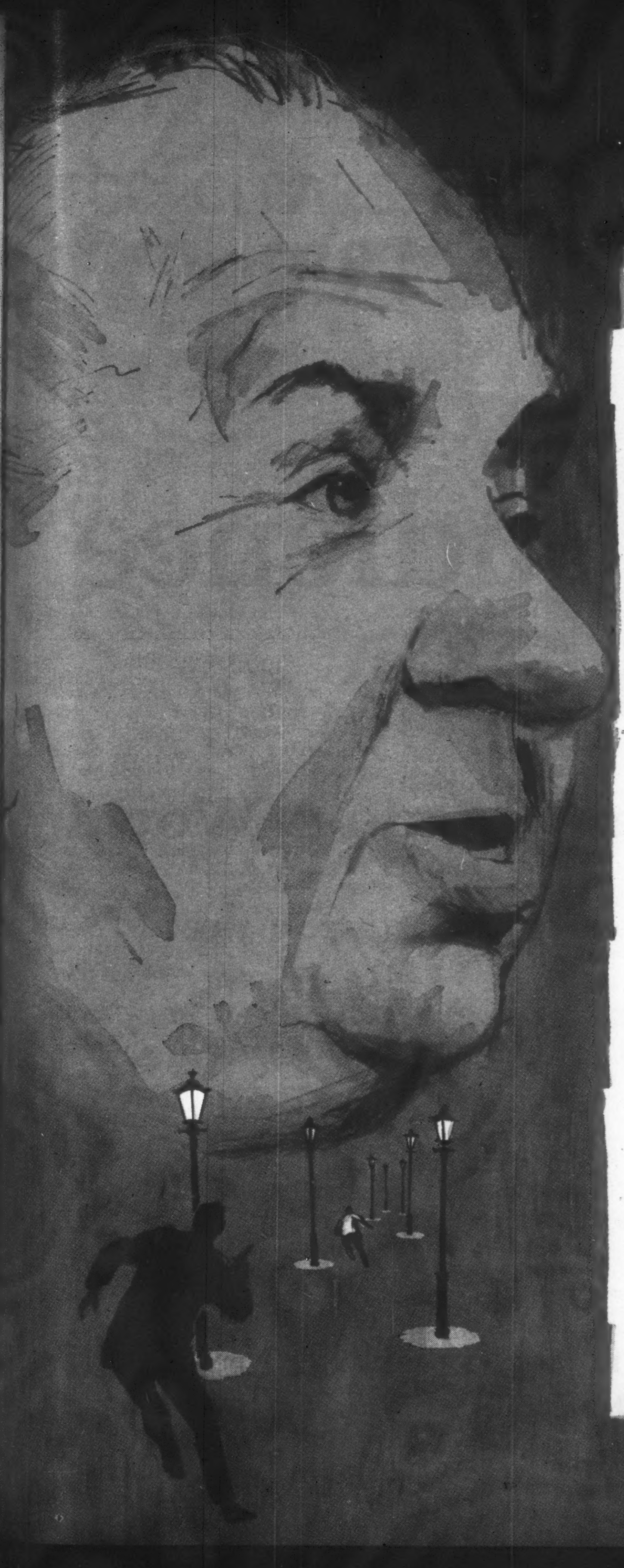
EDITOR: Congratulations on an informative article on the toy industry's tv expenditures in 1961 (BROADCAST ADVERTISING, July 17).

Incidentally, Lionel Corp.'s Toy and Train Division will spend just under $1 million on tv spots in 1961, not "more than $650,000," as reported in your article. Also Lionel's spot campaign will saturate 75 markets plus eight in Canada, not 41 as reported. *Jacques Zuccaire, Advertising Director, Lionel Corp. Toy & Train Division, New York.*

'The House Detective'

EDITOR: I read with interest the article (BROADCAST ADVERTISING, June 12) regarding the new real estate program, *Suburban Living.* The whole story seemed to imply that Cunningham & Walsh has come up with something brand new.

Will it come as a surprise to you to learn . . . that *The House Detective* tv program, a real estate program, started its 10th year on tv July 1 and is now seen in 16 markets?—*Cy Newman, President, HD Productions, Bon Air, Va.*



VOLUME II
"FILMS OF THE 50's"
NOW FOR TV

FORTY-ONE OF THE FINEST FEATURE MOTION PICTURES PRODUCED BY WARNER BROS. FROM SEVEN ARTS!!!!!!!!!

ALFRED HITCHCOCK's

I CONFESS

MONTGOMERY CLIFT
ANNE BAXTER
KARL MALDEN BRIAN AHERNE

SAA

SEVEN ARTS ASSOCIATED CORP.

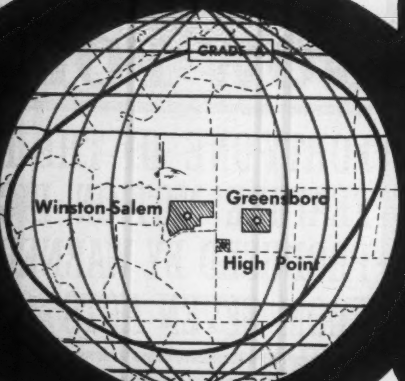
A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.

Motion Pictures—"Lolita", scheduled for Fall release...
Theatre—"Rhinoceros" in its sixth month on Broadway...
Television—Distribution of films for T.V., 20th Century Fox Films...
Literary Properties—"Disenchanted" by Budd Schulberg...
Real Estate—The Riviera of the Caribbean, Grand Bahama, in construction...

NEW YORK: 270 Park Avenue	YUkon 6-1717
CHICAGO: 8922-D N. La Crosse, Skokie, Ill.	ORchard 4-5105
DALLAS: 5641 Charlestown Drive	ADams 9-2855
BEVERLY HILLS: 232 So. Reeves Drive	GRanite 6-1564

For list of TV stations programming Warner Bros. "Films of the 50's" see Third Cover SRDS (Spot TV Rates and Data)

a big audience


GRADE A
Winston-Salem
Greensboro
High Point

North Carolina's Grade A World

where only one station provides Grade A Coverage of 14 cities ranging in population from 11,000 to over 120,000, and City Grade Service exclusively to the state's top metropolitan market—Winston-Salem, Greensboro, High Point

Call Peters, Griffin, Woodward, Inc.

WSJS TELEVISION
CHANNEL 12
WINSTON-SALEM / GREENSBORO / HIGH POINT

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
July 31, 1961 Vol. 61, No. 5

FCC CLEARS DECKS FOR VACATION

Big, little cases decided in preparation for August holiday

Deintermixture gives eight cities v's, takes them from eight

Miami 1956 grant revoked; WSPA-TV 8-year record reopened

A decision to issue rulemaking which would delete vhf channels from seven intermixed cities and add a third vhf assignment to 10 cities highlighted two days of vigorous activity by the FCC last week.

All seven commissioners were present as major decisions were made in several cases and the decks were cleared in numerous minor actions as the commission prepared for its annual August hiatus beginning Wednesday.

In the deintermixture-drop-in rulemaking, the commission proposes to add vhf channels in Baton Rouge, La.; Dayton, Ohio; Birmingham, Ala.; Jacksonville, Fla.; Knoxville, Tenn.; Johnstown, Pa.; Charlotte, N. C., and Oklahoma City, Okla. All of these cities presently have two stations operating on vhf assignments.

Losing low-band channels under the FCC plan would be stations in Madison, Wis.; Rockford, Ill.; Hartford, Conn.; Erie, Pa.; Champaign, Ill.; Columbia, S. C.; Montgomery, Ala., and Binghamton, N. Y. The vote was 4-3 on issuing the rulemaking (for further details, see page 48).

In other major actions, the commission:

- Set aside the January 1956 grant of ch. 7 Miami to Biscayne Tv Corp. (WCKT [TV]), disqualified three of the applicants and granted the remaining applicant, Sunbeam Tv Corp. The order does not become effective until further notice by the commission and Sunbeam's original license would be for a period of four months only (see page 56).
- Reopened the eight-year-old record in the ch. 7 WSPA-TV Spartanburg, S. C., case for the taking of further testimony on *ex parte* charges (see page 62).
- Ordered Crowell-Collier Broadcasting Co. to pay a $2,500 fine for "repeated failure to operate station KDWB St. Paul, Minn., substantially as set forth in its license." At the same time, the FCC said that it intends to use its power to levy fines in the future to impel broadcasters to comply with commission rules (see page 60).
- Instituted license revocation proceedings against WPFA Pensacola, Fla., and set for hearing application for renewal of WMOZ Mobile, Ala. The commission charged Edwin H. Estes, licensee of the two stations, with submitting false and forged program logs and with compelling employes to violate FCC rules under threat of discharge (see page 50).
- Issued short-term licenses to WILD Boston (because of financial condition of the station and violation of technical rules) and WAVA Arlington, Va. (programming and commercial practices and policies) (see page 60).
- Set for hearings, on charges of trafficking, applications for sale approval of WMIN St. Paul, Minn., and transfer of the construction permits held by Plains Broadcasting Co. for five new fm stations (see page 58).
- Scheduled hearing on application to increase power and transmitter height by KWTX-TV Waco, Tex., to determine whether KWTX-TV and KTBC-TV Austin, Tex., are under common ownership and extent of overlap between the two stations. The LBJ Co. (Mrs. Lyndon B. Johnson, wife of the Vice President of the U. S.) owns KTBC-TV and 29% of KWTX-TV (see page 48).
- Clarified and amended the "local notice" requirements of the FCC rules which makes it mandatory for broadcasters to publish local announcements of major filings with the FCC (see page 50).

The commission has scheduled a meeting for tomorrow (Aug. 1) because of a stipulation in the law that the agency meet at least once each month. Not all commissioners plan to be present at Tuesday's meeting, however, which will be the last one until September.

Several of last week's decisions were made on 4-3 and 5-2 votes, with other controversial items either passed over

Scrub the airwaves now, Sen. Dodd urges

Sen. Thomas Dodd (D-Conn.), chairman of the Senate Juvenile Delinquency Subcommittee, wants the networks to scrub the airwaves of crime and violence shows. He wants the FCC given the power to see that they do. And he wants action now —not next year. Although the hearings of his subcommittee on the effects of television crime shows on children are not yet completed, he is convinced there is a connection between television and juvenile delinquency.

Secretary Abraham A. Ribicoff (right) of the Dept. of Health, Education and Welfare isn't enchanted with television, either. But he's not sure that tv crime shows are a cause of crime; there's too much conflicting evidence on the question, he says. In any case, he feels parents have the prime responsibility for policing their children's tv-viewing (see story page 56).

Secretary Ribicoff
Parental responsibility

or not reached for consideration because of the extremely heavy agenda. One of the more controversial items upon which no action was taken was a final order in the commission's trafficking rulemaking.

As now drafted, this new rule would require licensees to retain ownership of a station for a minimum of three years, except in extenuating circumstances. Comments have been received by the commission from industry parties with a large majority of those commenting opposing the measure (BROADCASTING, Jan. 30, 1961). This is the fourth time in recent weeks the trafficking rulemaking has been on the agenda without the commission reaching a decision. The commissioners, in fact, are known to have violently opposing views on the advisability of the proposed requirements (BROADCASTING, Dec. 12, 1960).

A companion rulemaking, also not acted upon last week, would specify that when one or more applicants drop out in a comparative case leaving only one party, no action would be taken on the remaining application to permit new competing bids to be filed.

BROADCAST ADVERTISING

MAXWELL HOUSE IN SPOT TV

Big schedule will bring most of budget back into medium that it abandoned early in year

Maxwell House Instant Coffee and spot tv are percolating together again.

The General Foods product, which earlier this year pulled its entire national spot budget—an estimated $5 million annually—out of tv (BROADCASTING, June 19), is buying a large schedule of 20-second and 60-second commercials, and 10-second IDs, in many markets across the country for the coming fall season.

In addition it was indicated that Benton & Bowles, the agency handling advertising for the coffee brand; has 30-second and 40-second films in its possession and will use them if the situation is "propitious."

The agency started buying spots for Maxwell House the week of July 17 and is still asking station representatives for availabilities.

It's estimated that most, if not all, of Maxwell House's $5 million spot tv budget will find its way back to the medium. The coffee firm's move is said to have been motivated by "marketing considerations" after a revaluation of its former spot tv philosophy.

Maxwell House's cancellations earlier this year came in two phases. In April the company exercised the standard two-week spot tv cancellation clause and dropped all of its 20-second commercials. In June, Maxwell House, which was one of the most heavily promoted brands in spot tv, pulled out all of its 10-second IDs. Although at the time there was a great deal of speculation that the action was prompted by the instant brand's dissatisfaction with the pending expansion of station breaks to 40 seconds, the General Foods division maintained that it only was "reevaluating" its marketing position.

Big spender

General Foods spent about $121 million in the last fiscal year for advertising and all other types of consumer promotion, an increase of $11 million over the year before, President Wayne Marks reported last week. The expenditures represent all the dollars spent in consumer promotion of GF's 250 products sold under more than 30 brand names. TvB compilations show that GF spent $65 million in major media in 1961, with $37 million of it in tv.

Evidence of that "reevaluation" can be seen in Maxwell House's use now of 60s, and possibly 30s and 40s, along with 20s and 10s, where formerly it only used the last two named lengths.

American Oil buys CBS-TV football games

While Shell Oil Co. has curtailed its television advertising drastically, a competitor, the American Oil Co., Chicago, is planning to expand its television investment substantially this fall.

American Oil, through D'Arcy Adv., Chicago, has signed tentatively for one-quarter sponsorship of the regional telecasts of the National Football League games on CBS-TV in approximately 85 markets. The pact could be revised, depending on whether a federal court ruling invalidating the network's contract with the NFL is upheld or modified (see story page 60).

American Oil's participation is on the regional network telecasts of the Chicago Bears, Minneapolis Vikings, St. Louis Cardinals and Green Bay Packers, and on either the Baltimore Colts/Washington Redskins and New York Giants/Pittsburgh Steelers, depending on which areas are blacked out.

The buy by American Oil is significant in that the company's tv expansion is into some of the markets bought by Shell Oil during its sponsorship of the NFL games last season. Similarly, Atlantic Refining picked up markets relinquished by Shell during its defection earlier this year for Atlantic tv news and weather programs.

NBC Radio reports $1.24 million sales

NBC Radio's new and renewal business totaled $1,245,098 between June 19 and July 19, a one-month total which follows more than $2.5 million in sales written during May and early June, according to George A. Graham Jr., vice president and general manager.

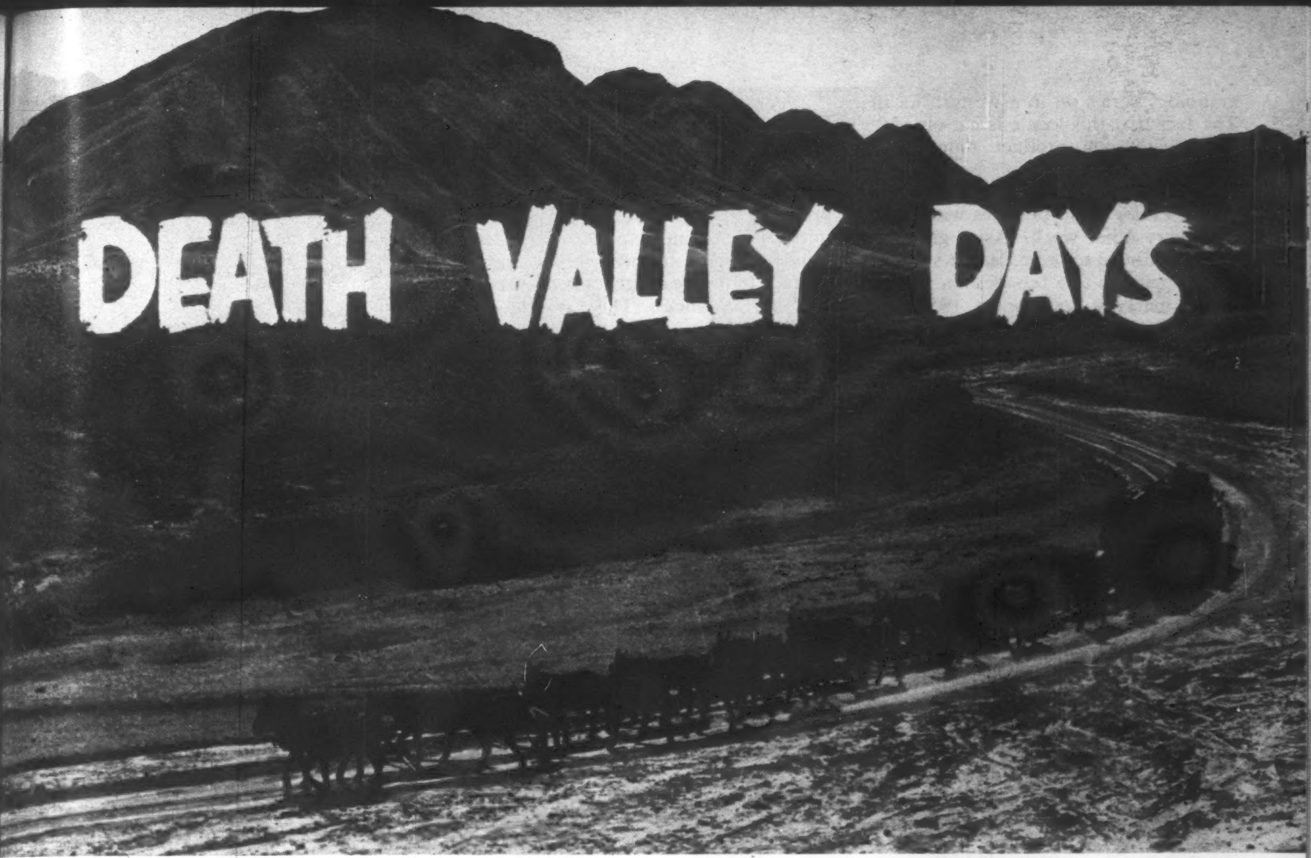
Mr. Graham said new business placed during the last month includes orders from Mogen David Wine Corp. through Edward H. Weiss & Co., Chicago; Evinrude Motors through Cramer-Krasselt Co., Milwaukee; Curtis Circulation Co. and DuPont through BBDO; *Reader's Digest* and Standard Brands through J. Walter Thompson; Philip Morris through Leo Burnett, and Bristol-Myers through Doherty, Clifford, Steers & Shenfield.

Renewal orders came from R. J. Reynolds through the William Esty agency; the Evangelical Foundation through Wermen & Schorr; Sterling Drug through Dancer-Fitzgerald-Sample, and P. Lorillard through Lennen & Newell.

Gulf moves more billing to EWR&R from Y&R

The Gulf Oil Corp. announced last week it has transferred the tire, battery and anti-freeze portions of the account from Young & Rubicam, New York, to Erwin Wasey, Ruthrauff & Ryan, Houston. Billing amounts to $2.5 million and the account is expected to be active in radio and tv, particularly on news programs.

Earlier this year Gulf moved its petroleum specialty products from Y&R to EWR&R, but Y&R still handles the bulk of Gulf's advertising, including gasoline and oil products. The account will be serviced by EWR&R out of Houston but will be supported by the Pittsburgh and New York offices.



U.S. Borax's big gun for 31 years

In the next few weeks, *Death Valley Days* will start its 10th year on television under the sponsorship of United States Borax & Chemical Corp. Oldest of tv's western-locale programs, *Death Valley Days* has carried commercials for the company's consumer products since the fall of 1952, as it did on radio for most of the 20 years before that. During the 1930's and '40's, radio was virtually the only medium used to advertise the "soap sweetener," 20 Mule Team Borax, and the powdered hand soap product, Boraxo, to the general public. Today, television is the company's standard bearer, estimated to account for better than 90% of advertising expenditures of well over $4 million a year.

It was on Sept. 30, 1930, that the nostalgic bugle call and creak of the 20 mule team wagons were first heard on the air. Starting on NBC, *Death Valley Days* stayed on that network for 11 years, moved to CBS for three more and then was discontinued and replaced with what was first called *Death Valley Sheriff* and then just *The Sheriff*. This series of modern day detective stories in the familiar Death Valley setting, ran on ABC until 1951.

At that time the company switched the major portion of its advertising budget to magazines—*Good Housekeeping, True Story* and *Woman's Home Companion* for 20 Mule Team Borax and *Life* for Boraxo. While magazines carried the national advertising for the borax products, newspapers, radio and the then new medium of television were being tested in various markets.

"But the advantages of being able to demonstrate the various uses of our product in the home led us into television," D. V. Parker, vice president of the 20 Mule Team Products Dept., said last week. "Television was new and it was expensive, but it seemed to pay off.

Why Spot Tv? ▪ "We wanted to use one-minute spots, but in 1952 there were so few spots available that program sponsorship seemed a more feasible way to get into tv. In those days —and it's hard to realize they are less than nine years behind us, so rapidly has television developed—the television networks were limited regional hookups, not the nationwide affairs they are today. So we were forced to go into spot television, if we were to use the medium at all on a national scale.

"Fortunately, we had the makings of a television program in our own files—the 750 scripts from our 14 years of *Death Valley Days* radio broadcasts. Our present day television show was simply an adaptation of our original radio show which we as a sponsor owned, as was the case with other radio sponsors. We merely continued with our property by simply adding the visual proportion to an already successful format. Most fortunately, Ruth Woodman, who had written the original *Death Valley Days* scripts and about eight out of 10 ever since in addition to serving as story editor, was on hand to guide the transition from radio to television.

"You might say we had 'fool's luck' in every aspect of our entry into television," Mr. Parker commented. "In the early 1950's many markets had only one television station. Of the 62 cities in which we launched *Death Valley Days* as a half-hour series, 42 were single station markets. With little or no competition, our program had little trouble in establishing itself and, by the time competition did appear we had amassed a loyal following which stayed with us despite the lure of more novel fare on other channels. From the start, western programs were among the most popular type of tv entertainment and here we were lucky again to have an anthology series set in a western locale. The fact that this locale is closely identified with our product didn't hurt, either."

In The Beginning ▪ At first, the *Death Valley Days* tv series was broadcast every other week. As tv grew and sales continued to increase, the schedule was stepped up to a broadcast a week in major markets, starting in 1956 with New York, adding the next eight markets, then the next 16 and so on until today of the more than 130 markets in which the program is seen, only 20 stations continue to carry it on an alternate week basis.

Sales of 20 Mule Team products had doubled during the 1940's, then trebled in the '50's and the company's annual report for 1960 noted that in that year they "were above last year's record levels." By mid-1959 expansion of advertising was in order. Mr. Parker and other executives in his department and at McCann-Erickson felt that experimentation with other types of tv programming than *Death Valley Days* was called for. As President James M. Gerstly reported to the annual stockholders meeting last February: "Now that nearly every home in the USA has television, we can no longer expect annual growth in audience by reason of the sale of sets to new families.

"We conducted tests last year to see if we could effectively reach a new audience if we used daytime television in addition to our *Death Valley Days* evening program. Results of these tests obtained within one year were encouraging, so we embarked on a national daytime campaign, starting October 1, 1960.

Ruth Woodman, who wrote the original 'Death Valley Days' radio script, helped with the transition to tv. Story editor for the series, she is still turning out the western yarns over thirty years later.

"As you can imagine, it takes time for the cumulative effect of such campaigns to be felt and little can be expected within six months. However, there is evidence that we are making progress, though perhaps at a slower initial rate than experienced in our tests. If these trends persist, results should be increasingly satisfactory as the year advances. The net cost after taxes of this additional advertising amounts to some $500,000 or 12¢ per common share per quarter."

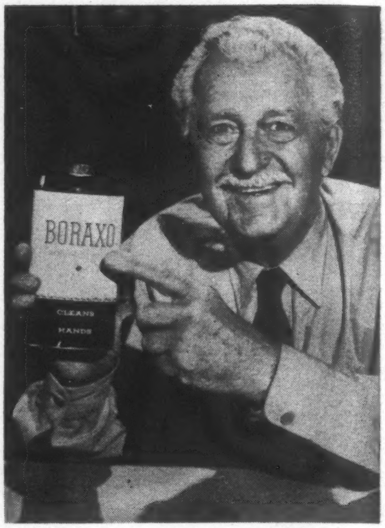
Daytime, Too ▪ In addition to *Death Valley Days,* the 20 Mule Team Dept. of U. S. Borax is now using participations in five of NBC-TV's five-a-week daytime programs: *The Jan Murray Show, The Loretta Young Show, From These Roots, Make Room for Daddy* and *Young Dr. Malone.*

For the first quarter of the 1961 fiscal year, the company's net income was 23 cents per share, compared to 31 cents for the same quarter of the previous year. Sales were about the same. "So you can see," Mr. Grestly told the stockholders, "if advertising had been held to last year's levels, with no consequent reduction in sales, our earnings this quarter would have exceeded those of the like 1960 quarter by about 10%."

At the end of the second quarter, Hugo Reimer, president of U. S. Borax & Chemical Corp. was able to inform stockholders: "Sales of consumer products have reached higher levels than for comparable periods in previous years and recent surveys show a steady increase of 20 Mule Team Borax sales in grocery stores, suggesting, as anticipated, growing effectiveness of the higher advertising expenditures incurred this year."

During its radio run, *Death Valley Days* was produced for its sponsor by the program department of McCann-Erickson in New York under the supervision of Dorothy McCann. With its entry into television in 1952, *Death Valley Days* was filmed by the Gene Autry organization, Flying "A" Productions, then was handled by McGowen Productions, which later became a subsidiary of McCann-Erickson known as La Brea Productions. In 1959, production of the series was transferred to Filmaster Inc., which is currently producing the half-hour films for the 1961-62 season at Producers Studios in Hollywood. Ruth Woodman, story editor at Filmaster, still has the final say on all *Death Valley Days* scripts and, to keep her hand in, she will have several credits among the new shows being produced.

Reruns ▪ For seven years, U. S. Borax used the *Death Valley Days* programs on tv under its own sponsorship and stored the master prints away, in their old mines in Death Valley, resolutely resisting all offers for rerun rights. But, two years ago, the company decided to allow some of the earlier programs to be rebroadcast under other sponsorship. The name was changed to *The Pioneers* and certain features with strong *Death Valley Days* identification such as the 20 Mule Team and the bugle call were withheld from the rerun versions of the original series. Otherwise few changes were needed. Syndication of *The Pioneers* is handled by Peter M. Robeck & Co. in association with McCann-Erickson.



Stanley Andrews, tv's 'Old Ranger' appears on every 'Death Valley Days' show as story teller and as commercial spokesman for U. S. Borax & Chemical Corp.'s 20 Mule Team Borax and Boraxo products.

The use of Death Valley and the 20 mule team as keynotes of the tv series, and in radio before that, are authentic and legitimate. For more than 30 years, from 1884 to 1927, Death Valley was the principal source of borax. For a dozen years or more, the 20 mule teams hauled 24-ton wagon loads of crude borax across the desert and over the mountains, without a single breakdown, until their replacement by a special railroad line in 1898. Even after that date, the mules and the wagons were called on for emergency duty until their final trip, save for exhibition purposes in 1907.

Distribution of the 20 Mule Team consumer products, initially borax and boric acid, began in the 1890's through drug stores; grocery stores came later. Bar soaps and soap powders for laundry and dishwashing were added and in the early 1900's the first powdered hand soap was introduced. It was called Grime Off, a name later changed to Boraxo.

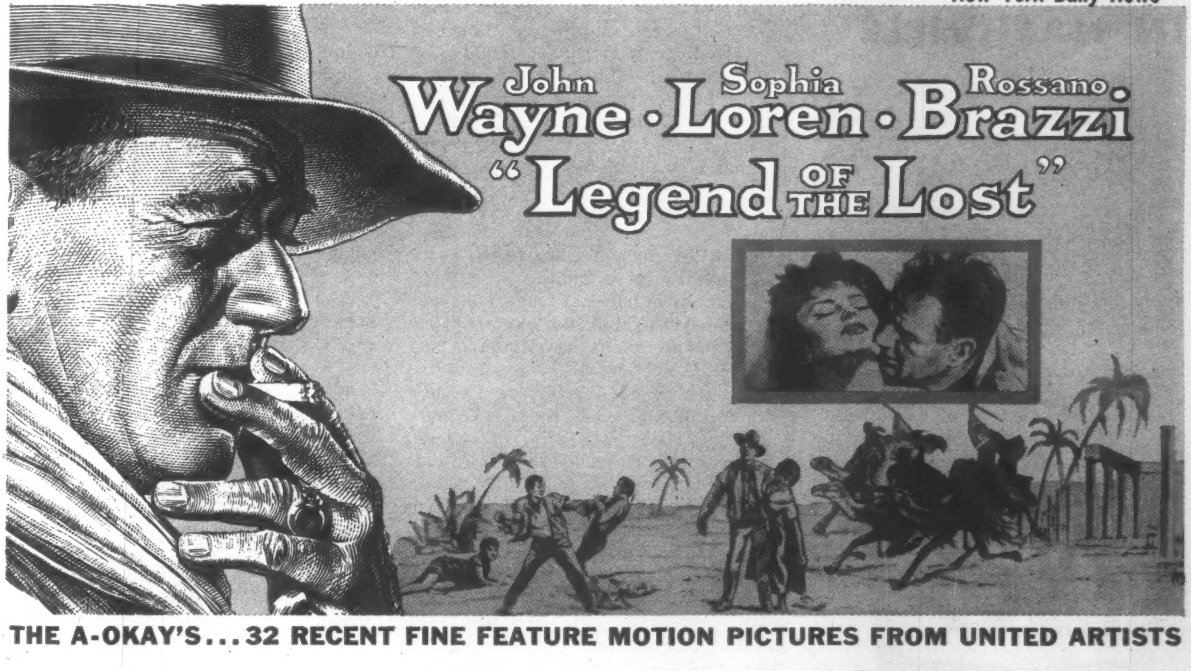
All Those Mules ▪ The use of the 20 mule team as the trademark of the consumer products began in 1891. Adver-

A-OKAY ✓

"IT CAN'T MISS!

UNIQUE STORY TELLING! WAYNE, LOREN, AND BRAZZI KEEP YOU IN SUSPENSE!"

–New York Daily News


John Wayne · Sophia Loren · Rossano Brazzi
"Legend of the Lost"

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HOLLYWOOD 1041 N. Formosa Ave., HO 6-3429

Your Message Is
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TV 8

NO. 1*

IN NASHVILLE

*BOTH NIELSEN and ARB
REPORT WSIX-TV 8 . . .
STILL NO. 1 IN PRIME TIME

New Nielsen shows WSIX-TV still No. 1, 6 to midnight average 7 nights per week with 3 of top 5, 6 of top 10, and 10 of top 15 Net Shows * (March Nielsen 1961)

Again No. 1 . . . 6 to 10 Average Monday through Friday * (March ARB 1961)

WSIX
TV 8
NASHVILLE

Affiliated with WSIX AM-FM Radio
Represented Nationally by:
PETERS, GRIFFIN, WOODWARD, Inc.

Why Filmaster produces 'Death Valley Days'

Death Valley Days presents one particular production problem unique to itself as a series. It is the only western locale program which bases its stories on historical accuracy. Each story is hinged on a proved fact. Many times an artifact indigenous to Death Valley is incorporated into the plot and shown on camera.

This adherence to fact has led to some odd research—*i.e.,* locating a wooden pegleg used to conceal a gun; locating the rifle used by Pete Kitchen, a hog rancher, in his one-man war against the Apaches, and perhaps most bizarre of all, a kite that was instrumental in rescuing a U. S. military unit. The unit was stranded atop a mesa. One man made his way to low ground, flew the kite into the air. The group on the mesa then grounded the kite and the string used to put it aloft was used to haul up rope strong enough to support a man. The men then slid down, one by one. Offhand, this may just appear to be interesting color or human interest, but in terms of production dollars it is more than that. Production time and research translate themselves directly into production dollars and on any program the budget is an ever-present factor. Such allegiance to fact also affects the writers producer Nat Perrin hires—none of the standard western plots meets the *Death Valley Days* specifications. Plots center to a great extent on actual western pioneer events.

Filmaster Inc. won its contract to produce *Death Valley Days* for U. S. Borax two years ago against 28 other bidders. At the time Filmaster was primarily an "under-the-line" producer and a principal factor in its winning the Borax contract undoubtedly was its performance in filming three major series for CBS-TV—*Gunsmoke; Have Gun, Will Travel* and *Playhouse 90*.

Robert Stabler, Filmaster's president, gained a reputation through his work on these three programs as a producer who came in on time and within or lower than budget, which was true of the 156 *Gunsmokes;* 78 *Have Guns* and the four *90*'s he did for CBS. Both Mr. Stabler and Nat Perrin, Filmaster's program vice president, who is also producer of *Death Valley Days,* are veterans of Hollywood's production scene and know the hundreds of holes through which production dollars can be dribbled away through careless production procedures.

In the two years since Filmaster has taken over production of the series one major change made was to begin using important Hollywood names as guest stars in individual episodes. Last season saw such personalities as Ken Murray, Jane Russell, Cesar Romero, Ida Lupino, Ricardo Montalban, Yvonne de Carlo and others on the program. The complement of stars who'll grace the films set to start rolling in a month is now being set by Mr. Perrin.

The production schedule calls for completion of two half-hour episodes a week. Other than location shooting, filming is done at Producers Studios in Hollywood, where Filmaster maintains its home office and general production facilities.

tising of the consumer line began in the early 1890's on a modest scale. Occasional ads in national magazines were augmented by booklets, posters, contests and premiums, promotional materials that accounted for a substantial part of the advertising dollar. The first major exploitation of the trade mark came in 1904, when a 20 mule team was paraded daily at the St. Louis World's Fair.

For many years thereafter, whenever a major promotion was called for, such as the introduction of a new product, the regular sales force would be supplemented with canvassing crews, whose appearance in town would be heralded by a sure traffic-stopper, a parade of the 20 mule team. Just as today, more than a half-century after the St. Louis debut into product promotion, the team is still catching all eyes on television.

Midwest ad agencies merge

Announcement of a merger combining the Winius-Brandon Co., St. Louis, and Selders-Jones-Covington Adv., Kansas City, has been made by William L. Sandborn and David V. Selders, the respective presidents.

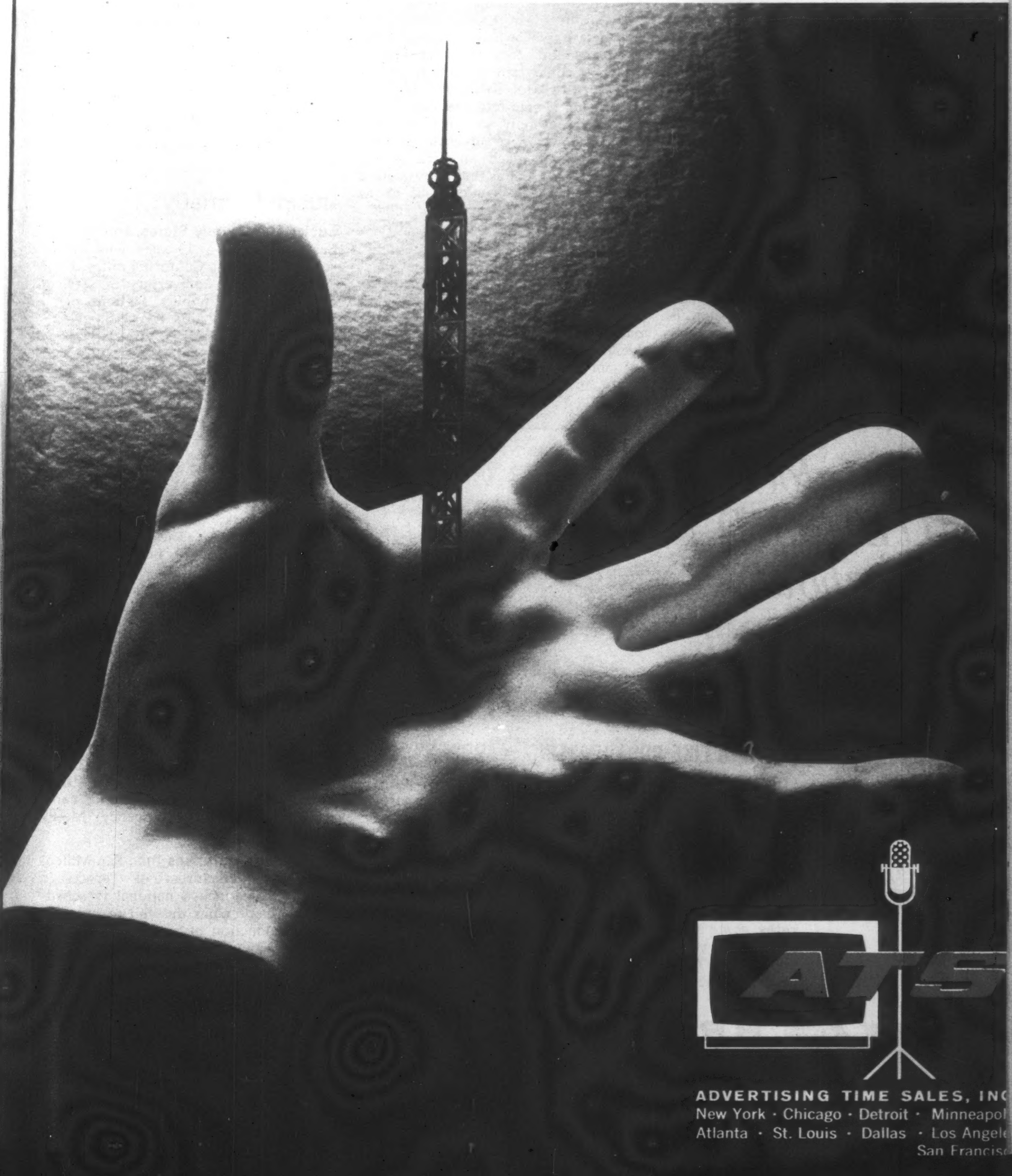
James H. Barickman, director of Winius-Brandon's Kansas City office since its inception in 1959, will continue as vice president of the combined Kansas City operation.

In the new combination, Mr. Selders becomes a vice president in the Kansas City operation. James A. Firth, vice president and director of marketing research for W-B's St. Louis office, transfers to Kansas City in a similar capacity. Wallace H. Husted, formerly creative supervisor of Wade Adv., Chicago, becomes creative director for W-B in Kansas City.

EET ATS -THE GIANT SALES-BUILDER

eet a new broadcast representative already a proven success with a solid group of stations. Advertisin ime Sales is formed by the personnel of The Branham Company's broadcast division. It is employee-owned. It combine lid experience with vitality. It has already won the confidence of stations formerly in the Branham line-up.

y limiting its list of stations, ATS adds a new depth in service—Personalized Sales Service. This includes personal contac ith agency, research and station people . . . full-time research and promotion departments . . . direct contact with advertise nd distributors through 9 national sales offices. Let ATS build giant sales for you!



ADVERTISING TIME SALES, IN

New York · Chicago · Detroit · Minneapol
Atlanta · St. Louis · Dallas · Los Angele
San Francisc

Tv circulates where newspapers never go

DISCOUNT HOUSE LIKES WAY TV BRINGS IN TRAFFIC

A big new sales potential for television—discount house advertising—is envisioned by a Wheeling, W. Va., discount store which attributes its thriving success in large part to spot schedules on WTRF-TV Wheeling.

David Kahn, general manager of the Value City discount house in Wheeling says: "Discount houses in various local communities will use more and more television when they find the right advertising approach for their sales needs and eventually television may wind up with the major share of the advertising budget."

The reason Value City has been consistently increasing its tv ad budget, as compared to print media, Mr. Kahn says, "is that tv provides a store image and a definite visual advantage for particular items that cannot be matched by other ad media."

The discount house sales expert feels a particular type of copy writer is needed for the sales copy a discount house needs to get across its most effective message. When this type of person is available, tv stations will get a far greater percentage of the discount house advertising than they do now, he said. Mr. Kahn cited electric fans, air conditioners, refrigerators and other hard goods as easier to move immediately on tv advertising.

Tv Traffic ▪ Mr. Kahn's pat on tv's back gets harder when he talks about which medium does the best job of bringing people into the store.

"The real reason to use tv," he says, "is to bring people into the store. You can reach out only so far with other media, but when we advertise on television we can reach an area six to eight times as great as that on any other media. We reach hamlets and towns where there are no newspapers and we reach an area in which we would have to buy newspaper space in 10 different counties if we used print. Fifty per cent of our trade comes from outlying areas. We need a traffic average per month of 500,000 people in order to maintain our level. The newspapers give us only 200,000 homes, but WTRF-TV can give us the additional 300,000 homes we need.

"That's the main reason we are using more tv and it's the only way we can sustain our operation."

Although Mr. Kahn declined to give the actual figures for Value City's tv expenditures, he said the 1961 budget for WTRF-TV is double that spent in 1960. The store's new tv budget is 25% of its total advertising as against 10% a short time ago and will rise to 30% in the fall. He added that when personnel is available to present the store's sales approach, the tv budget will move to 50% and even higher.

Value City's spot schedules are always in prime time, with a weekly average of three to five 20-second or 60-second spots every night except Saturday.

Business briefly...

Lucky Auto Supply Stores, Hollywood, has announced a 13-week spot radio schedule in eight California cities, heralding its silver anniversary of service to the motoring public. Stations sharing the schedule are: KWG Stockton, KYNO Fresno, KGEN Visalia, KNGS Hanford, KSBW Salinas, KVEC San Luis Obispo, KUZZ Bakersfield and KWOW Pomona. Agency: Clifford Gill, Hollywood.

Willys Motors Inc., Toledo, is presenting on NBC-TV's *Jack Paar Show,* a series of 13 "home movie" type commercials starring Jack Paar and Hugh Downs featuring a new jeep model, "Tuxedo Park," a four-wheel drive sports convertible. The series of commercials, which will be televised in color, will accent the vehicle's sporty white, red and black combinations.

Bell System, through N. W. Ayer & Son, Philadelphia, will sponsor *Threshold,* a three-part series of 90-minute programs exploring America's scientific plans, objectives and accomplishments in the space age, beginning this fall.

National School of Home Study (correspondence school) has signed with WNTA-TV New York and WIBG Philadelphia for a 13-week spot campaign on each station. Agency: Metlis & Lebow Corp., N. Y.

American Enterprises Inc., San Mateo, Calif., manufacturers of "space-age toys," will launch a national tv schedule in major cities this fall to promote the introduction of a new space product. Agency: The Wyman Co., San Francisco.

STP (Scientifically Treated Petroleum), Los Angeles, has announced a $100,000 summer-fall push of its lubricant in the west coast area with radio sharing the bulk of the budget. Stations in Los Angeles, San Francisco, Portland,

What does HILDRED SANDERS say about*

BROADCASTING YEARBOOK?

"NOTHING LIKE BROADCASTING YEARBOOK"

"For fast, fast relief when I need to know what's what or who's where in TV or radio, there's nothing like the BROADCASTING Yearbook."

* V.P. in Charge of
Radio & Television
Honig-Cooper &
Harrington
Los Angeles

Will YOUR advertising story be seen by top agency-advertiser people like this in the 1961-62 BROADCASTING YEARBOOK when it comes off the press on September 1? *Guaranteed circulation:* 18,000 copies. *Same* rates, *same* space sizes as every issue of BROADCASTING. *Final plate deadline:* Aug. 7. Reserve the position you want – TODAY – before somebody else gets it! Wire or call collect to nearest BROADCASTING office now!

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best radio buy in
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5000 Watts on 910 KC
SPARTANBURG, S. C.

are pleased to announce
the appointment of

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ADVERTISING TIME SALES, INC.

as their national representatives

effective immediately

Ask ATS about the new WIST/WORD Combination Rates

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television shows for each day of the week July 20-26 as rated by the multi-city Arbitron instant ratings of the American Research Bureau. These ratings are taken in Baltimore, Chicago, Cleveland, Detroit, New York, Philadelphia and Washington.

Date	Program and Time	Network	Rating
Thur., July 20	**The Untouchables** (9:30 p.m.)	ABC-TV	19.1
Fri., July 21	**Project Mercury** (8:15 a.m.)	All networks	26.0
	77 Sunset Strip (9 p.m.)	ABC-TV	14.2
Sat., July 22	**Gunsmoke** (10 p.m.)	CBS-TV	21.9
Sun., July 23	**Candid Camera** (10 p.m.)	CBS-TV	18.3
Mon., July 24	**Adventures in Paradise** (9:30 p.m.)	ABC-TV	15.3
Tue., July 25	**President Kennedy** (10 p.m.)	All networks	33.1
	I Love Lucy (10 a.m.)	CBS-TV	11.6
Wed., July 26	**U. S. Steel Hour** (10 p.m.)	CBS-TV	13.5

Copyright 1961 American Research Bureau

Seattle, Honolulu and San Diego will get the major portion with key secondary markets also sharing in the buy. Agency: Fallon, Brangham & Brewer, Hollywood.

Monks Bread, Wareham, Mass., has announced the purchase of 2,366 spots on five New England good music stations. Participating in the mass buy are WPFM (FM) Providence, R.I.; WXHR (FM) Boston and WCRB-AM-FM Waltham; WTAG-FM Worcester, Mass., and WCCC-FM Hartford. Agency: Livingstone Adv., Wareham, Mass.

Associated Super Food Centers, new association of southern California super market chains formed by Boys Markets, Gateway Markets, Kory's Markets and Pantry Markets, on Sept. 1 will launch a cooperative radio campaign encompassing more than 100,000 local spots per year. Initial campaign will start on KLAC, KPOL and KRKD Los Angeles and KDAY Santa Monica, with a budget of more than $500,000. The cooperative campaign is being handled by Roche, Eckhoff & Assoc., Los Angeles.

General Mills Co., Minneapolis, will launch its new Wild Blueberry Pancake Mix starting this week with an all-media advertising campaign which includes a month-long (August) radio and television promotion. A pre-introduction of the product took place earlier this month on the West Coast. Agency: BBDO.

49ers backed ▪ Falstaff Brewing Corp., General Insurance Co. of America and Borden Co. will co-sponsor the radio coverage of the San Francisco 49ers this fall on KSFO San Francisco and the Golden West Network of stations in Northern California and Western Nevada. Broadcasts will include five pre-season and 14 regular league contests starting Aug. 12. Falstaff, through Dancer-Fitzgerald-Sample, N. Y., will sponsor one-half of the broadcasts; General Insurance Co. (SAFECO) one-quarter, through Cole & Weber, Seattle, and Borden Co. (milk and ice cream) one-quarter, through Young & Rubicam, San Francisco.

Rep appointments...

▪ KADY St. Louis: Spot Time Sales, N. Y., as national representative.

▪ WHP Harrisburg, Pa.; WCSH Portland, WLBZ Bangor and WRDO Augusta, all Maine: Broadcast Time Sales as exclusive national representative.

▪ WMOU-AM-FM Berlin, N.H.: Foster & Creed, Boston, as New England representative.

▪ WKEE Huntington, W. Va.: Ohio Stations Representatives as regional rep in state of Ohio.

▪ KSBK Okinawa: Pan American Broadcasting Co., N. Y.

▪ KHAT Phoenix, Ariz.: Weed Radio Corp.

▪ WAST (TV) Albany, N.Y.: Peters, Griffin, Woodward Inc., N.Y., as exclusive national rep.

Commercials in production...

Listings include new commercials being made for national or large regional radio or television campaigns. Appearing in sequence are name of advertiser, product, number, length and type of commercial, production manager, agency with its account executive and production manager and approximate cost of commercial.

Films Five Inc., 18 East 50th St., NYC 22

Firestone Tire & Rubber Co., one 60, live-animation, film. Jacques Dufour, creative director; Walter Bergman, prod. mgr. Agency: Campbell-Ewald; A. J. Miranda, prod. mgr.

Format Films Inc., 4741 Laurel Canyon Blvd., North Hollywood, Calif.

General Foods Corp. (JELL-O), two 60s, two 10s, animation, film. Herbert Klynn, producer. Agency: Young & Rubicam Inc.; Reed Springer, prod. mgr.

General Foods Corp. (Post Cereals), four 60s, two 40s, one 30, two 10s, animation, film. Herbert Klynn, producer. Agency: Benton & Bowles Inc.; Maximilian Bryer, prod. mgr.

Sande & Green Inc., 8400 Sunset Blvd., Hollywood, Calif.

Barker Brothers (Furniture), three 20s, three 10s, tv ID's. Bob Sande, prod. mgr. Agency: Rod Mays & Co.; Rod Mays, prod. mgr.

American Gas Assoc. (Gas), five 60s, radio. Bob Sande, prod. mgr. Agency: Lennen & Newell; Sam Cerni a.e. and prod. mgr.

Van Praag Productions Inc., 1600 Broadway, NYC

American Telephone & Telegraph Co. (Princess, Wall, Desk Set Telephones), two 60s, two 20s, one 10, live, film. William Van Praag, prod. mgr. Agency: N. W. Ayer & Son Inc.; J. Vance Babb a.e., Wynn Walsh, prod. mgr.

WCD Inc., 1600 Broadway, NYC

Union Carbide-Consumer Products Co. (Eveready Batteries), one 60, two 30s, live, film. Robert Carlisle, prod. mgr. Agency: William Esty Co.; James M. Stewart, a.e., Robert Badenhausen, prod. mgr.

Compliments to a friend

ADVERTISING TIME SALES, INC.
(Formerly the Broadcast Division of Branham)

from

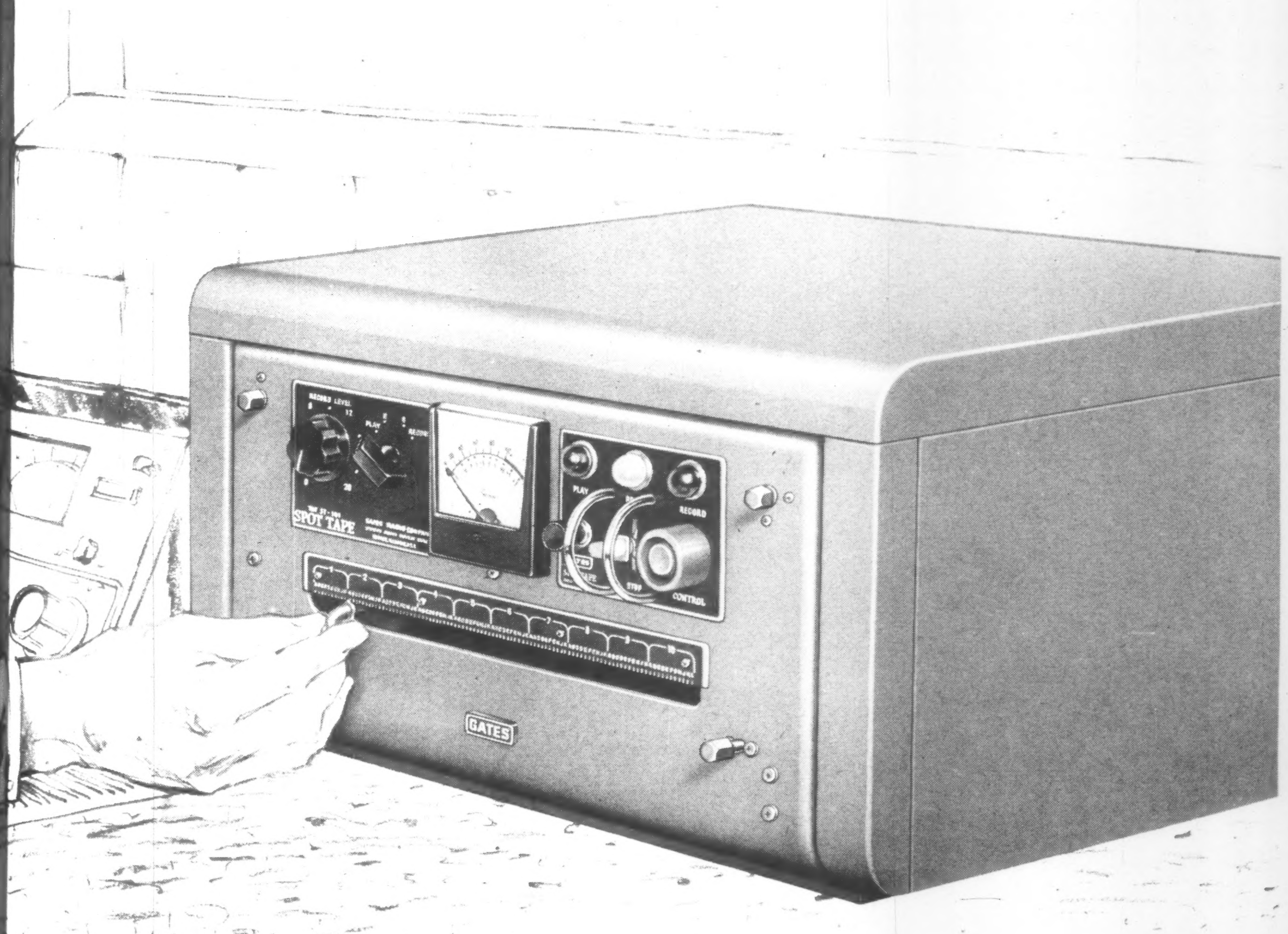
SPRINGFIELD's #1 RADIO STATION*
SPRINGFIELD's #1 TELEVISION STATION*

WHYN AM-FM & TV
SPRINGFIELD, MASS.

Charles N. De Rose, General Manager

*HOOPER—April-June, '61 (7AM to 7PM)
*ARB—March, '61 (6PM to Midnight)

REPORTED THE TRADE PRESS IN MARCH 1959: *"A new working tool to make spot announcement handling as simple as push-button technology will permit."* The attention was focused on the new Gates Spot Tape Recorder, soon to be called the greatest boon to broadcasters since the invention of the microphone. Now, two years later, more than 500 stations from coast to coast have one or more Spot Tape Recorders in operation. ■ Just look at the application: On *one* tape 13" wide are 101 announcements up to 90 seconds duration each. You simply move the index lever to the spot your log calls for, push the play button and let Spot Tape do the rest, including automatic rewind and perfect cue for split-second airing of the next spot. ■ Let us tell you more about the *exclusive* Gates Spot Tape Recorder. Write today for Brochure No. 73 – yours for the asking.



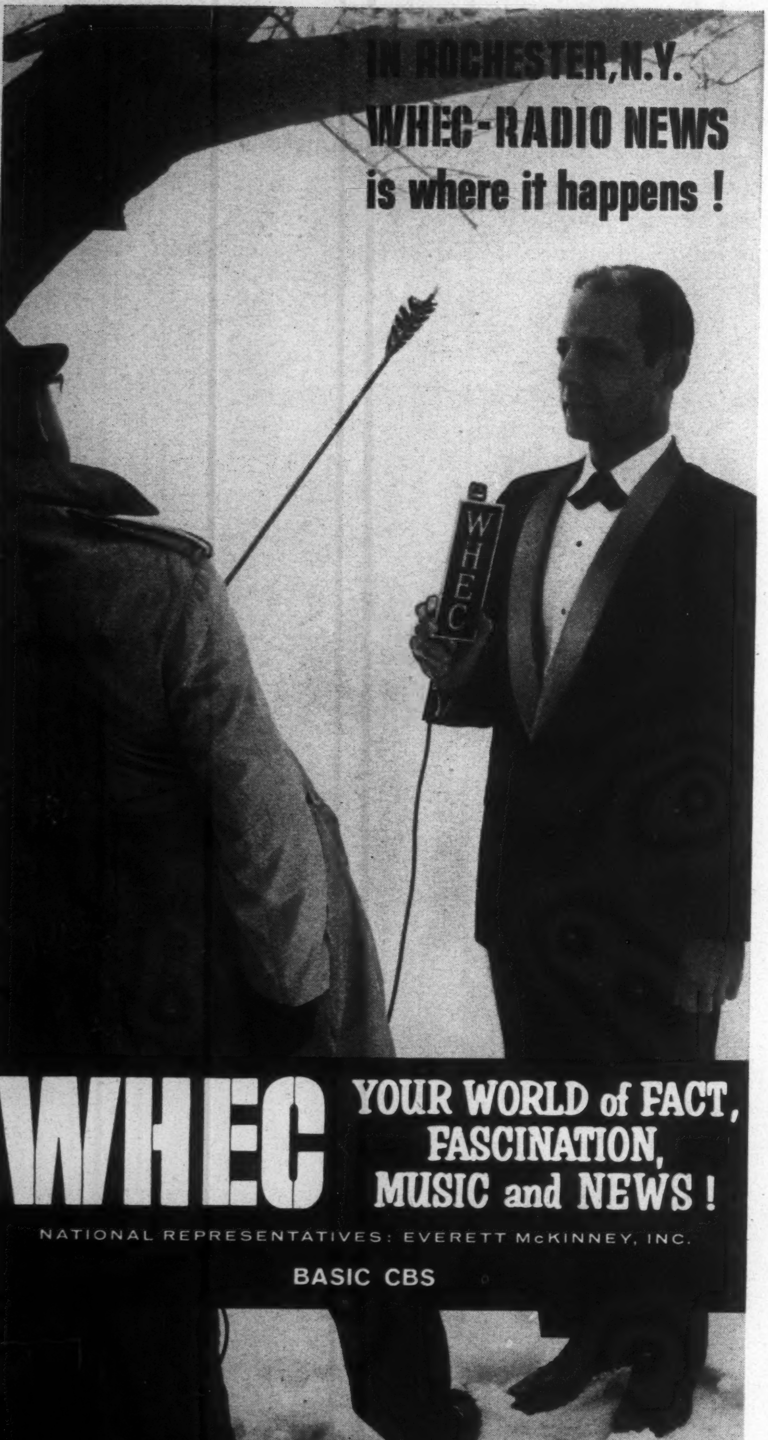
GATES **GATES RADIO COMPANY**

Subsidiary of Harris-Intertype Corporation

QUINCY, ILLINOIS

HARRIS
INTERTYPE
CORPORATION

Offices in: HOUSTON, WASHINGTON, D.C. In Canada: CANADIAN MARCONI COMPANY
Export Sales: ROCKE INTERNATIONAL CORP., 13 EAST 40th STREET, NEW YORK 16, N.Y., U.S.A., Cables: ARLAB


IN ROCHESTER, N.Y.
WHEC-RADIO NEWS
is where it happens !
WHEC
WHEC
YOUR WORLD of FACT, FASCINATION, MUSIC and NEWS !
NATIONAL REPRESENTATIVES: EVERETT McKINNEY, INC.
BASIC CBS

Station Index tv service measurement expanded

A. C. Nielsen Co. announced last week a series of expansions of its Nielsen Station Index television service, including an increase that will mean all U. S. tv markets will be measured at least twice a year.

Simultaneous measurements will take place in all markets in the spring and fall, in addition to the more frequent measurements made in most markets. In another phase of the expansion move the survey samples in major markets have been enlarged.

The expanded service, officials said, will produce more precise station total audience data and also, for the first time, will provide audience data by advertiser sales figures.

Nielsen said the new total U. S. measurement means about 200 markets will be measured at least twice a year, as against 197 markets in the past. Nielsen reports quarter-hour metro (central city) and station total ratings for more than 180 of the larger markets. In the rest, where there is no substantial metropolitan area, station total audiences are reported.

Most of the expansion moves, officials said, have already gone into effect.

Also in advertising...

Coffee firms blend ▪ Duncan Coffee Co., Houston, and Butter-Nut Foods Co., Omaha, Neb., announced June 20 their plans for merger. Under the plan, there will be no change in the corporate structures, personnel or distribution of the two regional firms.

GMM&B consolidates ▪ Geyer, Morey, Madden & Ballar Inc., western division, has consolidated its Chicago operations, with headquarters now in the Blair Bldg., 645 N. Michigan Ave. The move brings together some 50 persons on the agency's staff who formerly were located in two separate offices. New telephone: Mohawk 4-8000. The New York based agency also has branch offices in Racine, Wis., Omaha, Dayton, Detroit, Los Angeles and Portland, Ore.

In business ▪ Tele-Video Productions, N.Y., has been formed to produce tv commercial films, tv film series and feature motion pictures. Tele-Video was established by Lew Pollack, president. Studios and offices are at 316 W. 57th St., New York 19, N. Y. Telephone is Judson 2-8095. Mr. Pollack formerly headed Lew Pollack Productions and earlier was with Elliot, Unger & Elliot and Video Productions Inc., both N. Y.

Move ▪ Kirkland, White & Schell, At-

AFA-AAW ad campaign

Douglas L. Smith, advertising and merchandising manager of S. C. Johnson & Sons, Racine, Wis., has been named chairman for the 1962 national campaign, jointly sponsored by Advertising Federation of America and Advertising Assn. of the West, to improve public understanding of advertising.

George W. Head, manager of advertising and sales promotion, National Cash Register Co., Dayton, Ohio, is 1961 chairman.

The blanket identification will be changed from Advertising Week Year to Advertising Recognition Program, a continuous advertising campaign to "give the public a recognition and understanding of advertising's basic contributions to American leadership."

lanta, last week announced it has moved to new and expanded quarters on the fifth floor of the new 1252 West Peachtree Building in that city. The firm's new telephone number is 875-0021.

Newly appointed The Blair Cos., N.Y., have appointed Ketchum, MacLeod & Grove, Inc., that city, to handle publication advertising. The Blair Cos. consist of: John Blair & Co., radio representative; Blair-Tv, dealers in national spot sales for tv exclusively; and Blair Television Assoc., station representatives for key markets. Maxfield Gibbons named account supervisor and Laurence Donino, account executive by KM&G to represent the new account.

Latest list ▪ The Advertising Educational Foundation Inc., N. Y., has released a new bibliography, *Advertising & Marketing Theses for the Doctorate in U. S. Colleges & Universities, 1944-1959*. Theses are classified in 46 subject categories and are cross-referenced where more than one major emphasis is indicated in the thesis title.

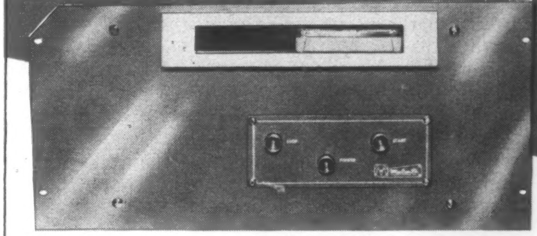
Agency appointments...

▪ The Southern Greeting Card Co., Memphis, Tenn.; Leathercraft Inc. and The Child's World Encyclopedia, both Chicago, all appoint Bozell & Jacobs as their agency.

▪ Hurley Products Co., Chicago, for Hurley press ironer, to Kuttner & Kuttner, Chicago. Tv will be used.

▪ National Allied Products Co., Omaha, for Brite-Eyes bleach and Dr. Brite disinfectant cleaner, to Allen & Reynolds Adv. there. Radio-tv planned.

At last! HEAVY DUTY PROFESSIONAL QUALITY AUTOMATIC TAPE CONTROL EQUIPMENT THAT IS DESIGNED ESPECIALLY FOR RUGGED BROADCAST USE



AND IS FULLY COMPATABLE WITH ANY SIMILAR UNIT

This is the machine that is the culmination of years of experience by the pioneer manufacturer of tape cartridge devices, Moulic Specialties of Bloomington, Illinois. It was designed and tested with continuous operation in mind. The electronics are smoothed out to a point of virtual perfection (no more wow and flutter problems!). Maintenance is simplicity itself. Truly, here is the first professionally designed, heavy duty unit ever offered the industry. And, it's available on any one of three plans:

- **outright purchase if you do not have automatic tape cartridge equipment now.**
- **trade-in your old equipment to modernize your facilities.**
- **add on to your present equipment to increase your capacity.**

Also available — the MaCarTa professionally built Recording Amplifier.

TAPE CARTRIDGE PROBLEMS?

The MaCarTa Factory Rebuilding Program Will Solve Them!

Now, for the first time, you may send *any* Fidelipac or CATM cartridges that are non-usable for any reason to MaCarTa and receive in return factory rebuilt cartridges that work like new — and carry a new cartridge guarantee to back them up! The low rebuilt price will delight you. That's all there is to it. Just send in malfunctioning cartridges and receive factory rebuilts in return at a substantial savings over new ones. Of course, new cartridges are available, too.

WRITE OR CALL FOR FULL INFORMATION, STARTLINGLY LOW TRADE - IN AND NEW EQUIPMENT PRICES FOR MaCarTa RECORDING/PLAYBACK UNITS AND CARTRIDGES.

MaCarTa

MaCarTa, Inc. • 820 HUBBELL BUILDING
ATlantic 3-1709 • DES MOINES 9, IOWA

Suppliers of Continuous Loop Tape Cartridges and Recording and Playback Equipment.

The National Marketing Organization For Moulic Specialties Company of Bloomington, Illinois

Using own product would help radio

EMIL MOGUL POINTS TO PRESTIGE CAMPAIGNS OF PAPERS, MAGAZINES

One of radio's most consistent supporters among the agencies feels that radio could and should improve its stature and its financial structure by buying some of what it's selling—advertising.

The suggestion comes from Emil Mogul, president of Mogul, Williams & Saylor, New York. The campaign he advocates would be akin to the big promotions conducted by magazines and newspapers and would be placed, as theirs are, in prestige magazines, key newspapers in the top cities—New York, Chicago and Los Angeles, for example—as well as in leading trade publications.

Would Boost Billings ▪ The idea has been accepted as good but dismissed as impractical or secondary in importance among other current radio-sales promotion activities, however. But Mr. Mogul contends it would help existing promotion activities do a much better job of increasing radio billings than they're doing now.

Mr. Mogul, a radio station owner himself, told BROADCASTING that if each station in the U.S. would contribute one-tenth of one percent of its billing, the resultant war chest—some $675,000, based on total billings of about $675,000,000 last year—would finance a "terrific" campaign with "wonderful" results.

The campaign he envisions would be in addition to the regular promotion activities of the Radio Advertising Bureau and the NAB. He felt that existing organizations, despite all the promotion they have done and are doing, have not succeeded in moving spot billings upward as fast as they should move. An "impact" campaign pushed consistently in "a handful of magazines and newspapers," he said, would "do more than anything done to date" to provide that extra boost, giving billings a 7-8% increase each year.

Radio's low costs, wide reach and proven sales impact were among the values he felt should be promoted in the proposed campaign.

Mr. Mogul emphasized that radio's values exist. The job, he said, is to convince more advertisers and agencies.

Radio Pays Off ▪ "In our experience," he said, "radio pays off as handsomely as any other medium—if not more so. For anything that is sold in the mass channels of trade, radio can sell it better. A $675,000 campaign would go a long way toward giving radio the stature it deserves—and make it easier to sell."

He recognized that buying space in big consumer publications for a radio promotion campaign would involve a great deal of "waste circulation," but pointed to the success of similar magazine and newspaper drives and noted that, despite the wastage, "they know

Miami officials think twice after radio-tv editorials

City hall is beginning to feel the heat of aroused citizenry spurred to action by tv and radio editorializing.

The latest example of broadcasting's position as the voice of public conscience, in past years a responsibility almost solely that of newspapers, took place in Miami last week.

Led by editorials on WTVJ (TV) and radio stations WAME, WQAM and WINZ, an aroused public forced the Miami Board of Commissioners to reverse itself and rehire the city manager, who had been fired by a 3-2 vote just one week previously.

The council meeting which rehired Melvin Reese, Miami's city manager, was packed with people as the result of a tv and radio editorial campaign. The meeting itself was carried live by WTVJ, WCKT (TV) and WAME.

Fracas Starts ▪ The fracas, which carried overtones of a political power play, and the suggestion of a competitive battle between two of Miami's tv stations, began July 19 when the Miami city fathers, by a one-vote majority, dismissed Mr. Reese as city manager. Mr. Reese had been in office 16 months.

Among the reasons given by the anti-Reese faction for the dismissal was his alleged lack of action in dealing with the city's slums. The slum-clearance issue was injected after a two-part documentary on Miami's slums by WCKT (TV) there.

Even while the commission's dismissal meeting was underway, WTVJ leaped into the fray with a stinging editorial advising the populace what was taking place. For the next five days the ch. 4 station carried editorials calling for public action against the three commissioners who had voted for the dismissal.

WTVJ was joined quickly by three radio stations in the campaign to undo the commissioners' action.

WAME, one of the radio battlers, on one day ran one-minute "minitorials" 10 times, on the next day ran a 30-second editorial 10 times and for the next three days ran the 30-second editorial 20 times daily. They urged Miamians to attend the next commission meeting.

The tv-radio campaign resulted in the initiation of a recall petition against the three commissioners and a public mass rally on July 24, the day before the next commission meeting.

Victory ▪ Mr. Reese was rehired on a 4-1 vote on the morning of July 25. He also won a change in terms which bolstered his tenure and made it more difficult for the city manager to be railroaded.

Only one of Miami's three daily newspapers joined in the fight editorially.

The first one-hour part of WCKT's documentary on Miami's slums (*Miami: Condemned*) ran twice last May. On July 18, the ch. 7 station put on the second part of the series, showing that not much action had been taken on the subject over 90 days.

This was one of the reasons given by the city commission majority on July 19 when it fired the Miami city manager. When the city commission rehired Mr. Reese July 25, it also passed a minimum housing ordinance, the first for Miami.

The WCKT documentaries run on a budget of $2,000-$3,000 monthly. Earlier this year, WCKT ran a story on juvenile delinquency which sparked adoption in Miami of the Mott plan (used initially in Flint, Mich.) whereby school facilities are used all day long for youth activities.

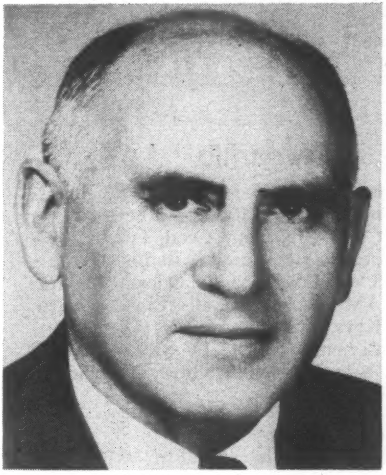
they're going to reach advertisers and agencies" when they buy papers like the *Wall Street Journal* and *New York Times.*

Mr. Mogul suggested that RAB would be the logical organization to administer such a campaign. But inquiries there found the reaction that the idea is good, but impractical.

Often Considered ▪ RAB President Sweeney said an advertising campaign of this sort had been considered "at least once a year since RAB's inception." He summarized RAB's position thus:

"We think Mr. Mogul's idea a good one, but one that we think cannot be financed out of present funds without giving up more valuable and productive functions; that the stations are unwilling to finance by a tithing method at a level sufficiently high to support a real campaign, and we are inclined to feel that if we could raise $200,000 from this industry that there are research projects and sales efforts that could be bought that would produce a far greater volume of business than the advertising would."

The $200,000 cited by Mr. Sweeney was the minimum he considered necessary for "a really important campaign." He said RAB authorities did not think stations would be willing to contribute that much. Even if the money could be raised, he said, "there are so many ways in which this amount of money could be translated into immediate dollars for radio that we would be reluctant to spend the funds that way."


Mr. Mogul

Half Million Total ▪ He said "radio has about $500,000 available to cover its national-level effort, including personnel and overhead—that is, a little less than half of the total RAB funds. This protects and tries to expand a volume of national business that is far smaller than TvB or the Magazine Advertising Bureau or the newspapers' Bureau of Advertising are working with. For example, MAB's campaign is financed out of gross national advertising revenues of $938,000,000 compared to radio's gross national advertising revenues of only $257 million."

Mr. Sweeney noted that radio once tried a campaign of this sort, and that since then "the judgment of successive boards of directors and plans committees [of RAB] has always been the same: It is a desirable step when RAB has the money but it cannot be given as high a priority as other functions financed by our national promotion and sales budgets."

'Image Audit' service offered to stations

AIM: TO HELP STATION PROGRAM, SELL, PLEASE FCC

A new "Station Image Audit" to evaluate the attitudes of audiences and advertisers toward their local television and radio stations was announced last week by Henderson & McNelis, New York research firm.

President John J. Henderson said the new service blends psychological and statistical research to produce station profiles that will help the stations program, sell and promote better— and also show the FCC how well the community thinks a specific station is doing its job.

The FCC applications are being stressed as an important collateral benefit in view of FCC Chairman Newton Minow's repeated emphasis on local opinion as a yardstick for measuring station performance.

Four Uses ▪ A brochure explaining the new service says a station manager can use the Station Image Audit in four ways:

"1. It will provide him with promotion for the advertisers—documented evidence of the selling influence of commercials on his station (compared with competing stations).

"2. It will provide him with a guide to program policy. It will enable him to create local programs and select music that will have the greatest appeal and favorable effect on the total station image.

"3. It will provide him with a guide to promotional policy. It will furnish him with the insights that will enable him to prepare new compelling on-air and print promotional themes that will attract listeners to his stations more often and for longer periods of time.

"4. It will provide him with evidence to the FCC that he is looking beyond raw ratings to find out what his listeners most want in programs."

The Station Image Audit is planned, according to Mr. Henderson, in two stages, the first based on psychological research and the second using the results of the psychological studies in conjunction with statistical techniques to produce "definitive answers" to practical questions about programming, promotion and advertising.

Reports ▪ Out of the results come two reports for client stations: (1) a confidential Image Audit for the use of management in reaching policy decisions affecting programming, promotion and community relations, and (2) a promotional Image Audit for use in selling by "documenting for advertisers the ways in which your station excels over lesser stations in getting sales messages to listeners and viewers."

Each of these two reports will be based on telephone surveys of 2,000 listeners, but back of the telephone questionnaires are a series of in-depth psychological interviews with both individuals and groups, according to the research firm.

First there is a session with station management to clarify objectives. Then come interviews with five groups of six to eight participants each—one group of women, one of men, one of teenagers and children, one of married couples having no college background, and one of couples who have gone beyond the first year of college. Next come depth interviews with 50 individuals representing a cross-section of listeners or viewers. The principal purpose of all these interviews, which are tape recorded, is to arrive at questions which will produce the most meaningful answers in the "mass" stage of telephone interviewing, according to H&M.

Findings ▪ In programming, the research firm said, the Audit provides answers to such questions as: "What are the specific interests, tastes, desires and convenience of each community? Which stations are best serving these interests, desires, etc? What specific needs or interests are not now being served but can practicably be served by broadcasters? What practical new ideas or techniques in local programming are large segments of viewers or listeners ready to accept?"

In station promotion the Audit seeks to show the "total image each station is projecting to the community," how these images influence audience loyalty and how the client station's image might be reshaped to increase loyalty. The objectives in evaluating advertising effectiveness are to show differences in the way viewers or listeners react to commercials on each station, and to de-

KVII-TV's new home opened in Amarillo

This was the head table scene at a luncheon prior to the opening of the Vaughn Building, new home of KVII-TV Amarillo, Tex. The 10-story structure is named after Jack C. Vaughn, board chairman of the Trigg-Vaughn stations and of the Reva Corp. (which owns the building), and Grady Vaughn Jr., his brother and co-owner of the building. L to r: Richard Reeves, Reva Corp. president; Cecil Trigg, president, Trigg-Vaughn stations (KVII-TV, KOSA-AM-TV Odessa, KROD-AM-TV El Paso, all Texas); Charlie Keys, manager of KVII-TV; Julius Barnathan, ABC-TV vice president; Jack C. Vaughn; Grady Vaughn Jr.

termine which station's image can best engage the viewer or listeners in the content of the commercials.

Henderson & McNelis, at 342 Madison Ave., New York 17, specializes in marketing and communications problems. Its Image Audit service is new, but among the companies for which it has done other research work, according to Mr. Henderson, are Television Advertising Representatives (TvAR), WHDH Boston, WPIX (TV) New York, and Trendex.

KFWB STRIKES BACK

Hires 'permanent' help to replace AFTRA strikers

A new tactic was introduced into the AFTRA-KFWB Los Angeles strike Wednesday, when a disc jockey who had joined the station on July 11, the opening day of the strike, was made a permanent member of the KFWB staff.

The next day Richard Lee Dobbyn was given a permanent berth at KFWB as a newsman.

Chuck Blore, vice president in charge of programming for Crowell-Collier Broadcasting Corp. (owner of KEWB Oakland-San Francisco and KDWB Minneapolis-St. Paul as well as KFWB), in announcing the appointment of Art Nelson, stated: "This action was taken under the law which protects management and labor alike, stating that we have the right to replace permanently any worker out on an economic strike. Should the strike be settled, we are not obligated either to reinstate the striker nor terminate the people we've employed during the strike."

Mr. Nelson, who worked at KABC Los Angeles until 1958 when he joined KLIF Dallas, withdrew from AFTRA at that time because KLIF does not operate with an AFTRA contract. Mr. Blore refused to comment as to which of the striking disc jockeys is being replaced. All seven of the KFWB staff d.j.s voted to support the station's newscasters in their wage dispute with the KFWB management and walked out with the newsmen, although their own wages are not in dispute. For this action, the d.j.s were commended by AFTRA at its national convention in Detroit July 20-23.

AFTRA "emphatically does not agree" with KFWB's contention that it has the right to make a permanent replacement for one of the men now out on strike, Claude McCue, executive secretary of the union's Los Angeles local, declared. The union has so notified the station management, Mr. McCue said. Further, he stated, "Mr. Nelson is a member on withdrawal and is subject to the same disciplinary action as any other member found guilty of scabbing."

Mr. Dobbyn, previously with the news department of KXYZ Houston, was appointed to the KFWB news staff by Jim Hawthorne, program director of KFWB. As Mr. Blore had done in the case of Art Nelson, Mr. Hawthorne declined to say which of the striking newsmen was being replaced by Mr. Dobbyn. The new KFWB newsman is not now and has not been an AFTRA member.

Short Meeting ▪ Representatives of the station and the union met briefly Tuesday (July 25) in the office of Jules Medoff, federal mediator, but no change in the situation resulted. Mr. Medoff, who called the Tuesday meeting, on Thursday contacted the station and the union and arranged for another meeting on Friday afternoon. He said such a meeting may be just a matter of exchanging pleasantries and an agreement to meet again or it may be that one side or the other is ready to make a move. There may be some hope, although there didn't seem to be any when they met earlier this week, he said.

Barring a sudden change, both sides are standing pat. Commenting on the Tuesday meeting, James F. Simons, KFWB station manager, said: "KFWB reaffirmed its position regarding AFTRA's refusal to agree to our offer and that's where we left it. We stated that we are still willing to listen to any reasonable approach to the problem."

Prior to the strike, AFTRA asked for an increase in minimum scale from $155 to $255. (The comment was made that the requested increase would actually amount to only $52, since KFWB has been paying $173 a week to its news announcers, but the station replied that one full-time and several part-time newsmen were working at the base rate.)

KFWB countered with an offer to raise the minimum from $155 to $170 a week for newly employed personnel the first year, to $177.50 the second year and to $185 the third year of a new three-year contract. For personnel employed at the station before the strike, KFWB proposed a minimum of $195 the first year, $200 the second and $207.50 the third.

AFTRA rejected this as a "dual pay scale for the same job classification," contrary to union policy.

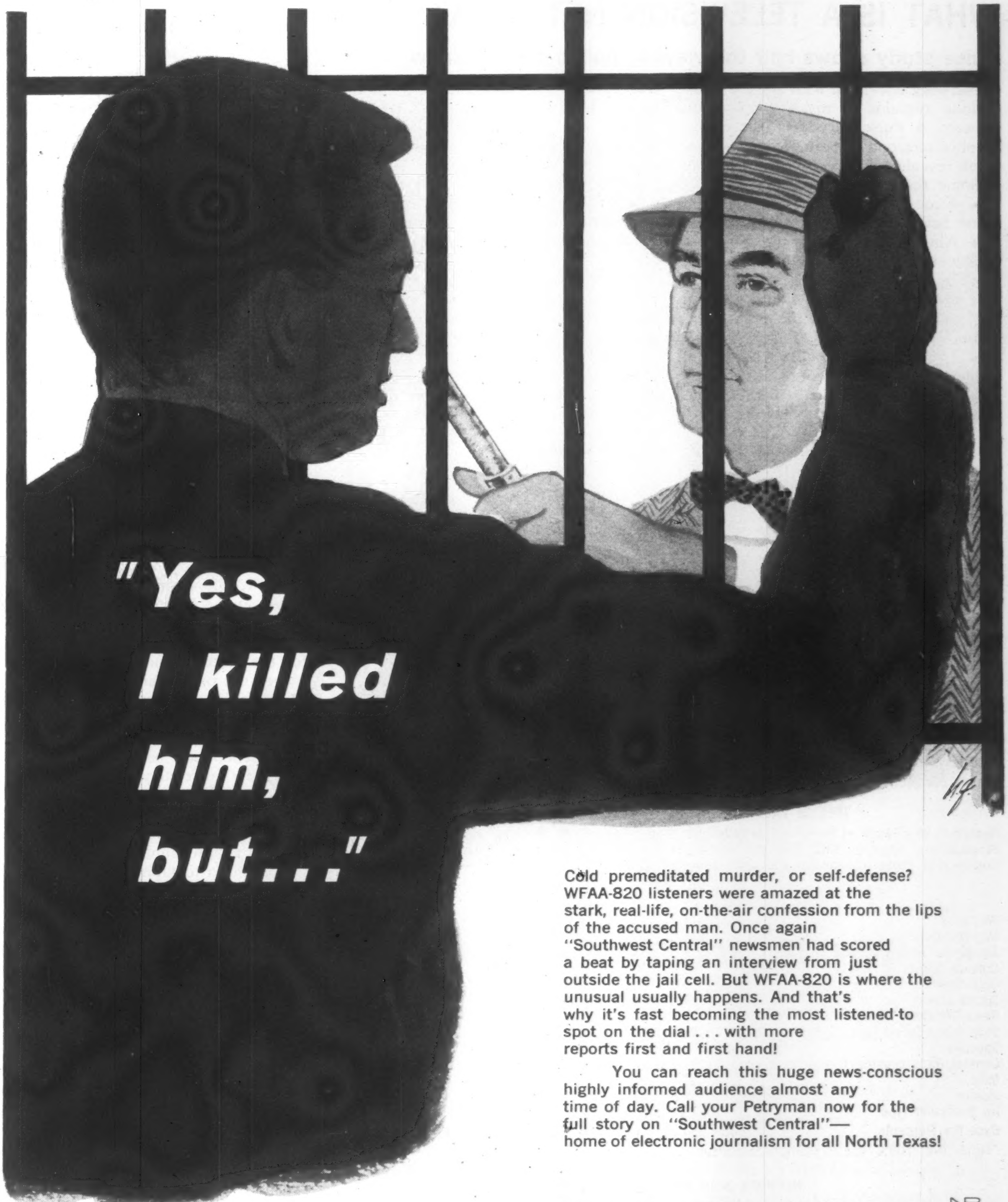
NAB fall conferences to be one-day affairs

NAB's fall conferences this year will be one-day meetings, open to non-members as well as members.

The eight meetings will consist of a morning report by the NAB staff to members on what they are doing, a noon report by NAB President LeRoy Collins, and an afternoon session answering questions from broadcasters.

The one-day meetings (CLOSED CIRCUIT, July 17) will make it more economical for members and for the NAB, Gov. Collins stated in an announcement to members, and will also make it possible for more broadcasters to attend. The schedule:

Oct. 13; Hotel Jefferson, St. Louis, Mo.; Oct. 16, Sheraton-Dallas, Dallas, Tex.; Oct. 18, Hotel Utah, Salt Lake City, Utah, Oct. 20, Sheraton Palace, San Francisco, Calif.; Nov. 10, Somerset Hotel, Boston, Mass.; Nov. 13, Pittsburgh-Hilton, Pittsburgh, Pa.; Nov. 15, Hotel Leamington, Minneapolis, Minn., and Nov. 20, Robert Meyer Hotel, Jacksonville, Fla.

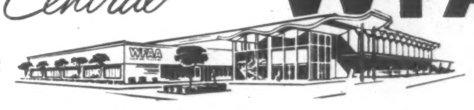


Cold premeditated murder, or self-defense? WFAA-820 listeners were amazed at the stark, real-life, on-the-air confession from the lips of the accused man. Once again "Southwest Central" newsmen had scored a beat by taping an interview from just outside the jail cell. But WFAA-820 is where the unusual usually happens. And that's why it's fast becoming the most listened-to spot on the dial . . . with more reports first and first hand!

You can reach this huge news-conscious highly informed audience almost any time of day. Call your Petryman now for the full story on "Southwest Central"—home of electronic journalism for all North Texas!

NBC

"Southwest Central"
from
COMMUNICATIONS CENTER



RADIO SERVICE OF THE DALLAS MORNING NEWS

WFAA 820 radio
DALLAS

Represented by
Edward Petry & Co., Inc.
The Original Station Representative

WHAT IS A TELEVISION NETWORK?

Pulse study shows half the viewing public doesn't know

Network television with all its ramifications remains a mystery to many viewers, a Pulse survey of the Philadelphia metropolitan area released last week revealed.

Some results of the survey:

- Almost one of five viewers (19%) never heard of a television network.
- Almost one of four (23%) were unable to name any of the three networks.
- Only half (51.2%) could give an acceptable meaning for the term "television network."
- 73% could name CBS, 72% could name NBC and 67% could name ABC.
- ABC is associated mainly with westerns (32%) and adventure-detective shows (25%) and is identified more closely with sports than are CBS and NBC.
- NBC is associated mainly with news (29%), quiz shows (22%) and musical-variety (16%).
- CBS associations are more widely scattered over program types. Soap operas and serials (22%); musical-variety (15%).
- NBC got the viewers' votes for presenting the "best tv programs" and the "best news and special events programs."
- Only 61% correctly identified WFIL-TV with ABC; 65%, WRCV-TV with NBC; 71%, WCAU-TV with CBS. See detailed charts below:

MEANING OF TERM "TELEVISION NETWORK"

Stations linked together across the country	19.4%
Stations linked with same programs	12.3
Stations linked together from one original point	13.5
Stations, ABC, CBS, NBC	5.7
Company putting on the programs	2.7
Stations like Channel 3, 6, 10	9.4
Company paying/backing the program	1.7
Company paying/backing the station	3.9
Misc. wrong answers	8.9
Don't know	22.5
Total	100.0%

KNOWLEDGE OF NETWORKS

Question: There are three different television networks which televise programs you can watch here in Philadelphia. Can you name them?

CBS	73.2%	ABC	66.8%
NBC	71.6%	Don't know	23.2%
Base For Percents 500			234.8*

*Totals over 100% due to multiple responses.

TYPE OF PROGRAMMING ASSOCIATED WITH NETWORKS

Question: What kind of television programs do you think of or associate with CBS (Columbia Broadcasting System); NBC (National Broadcasting Company) and ABC (American Broadcasting Company) to those respondents who don't know all.

	CBS %	NBC %	ABC %
Westerns	11.8	12.6	32.2
Musical Shows/Variety	14.6	16.4	10.8
Adventure-Detective Show	6.0	7.0	25.4
Comedy Shows	6.6	5.4	1.8
Quiz Shows	3.0	22.4	2.6
Sports Shows	4.2	11.0	16.6
News/Weather	13.8	29.2	8.0
Soap Opera-Series Type	21.8	6.2	4.2
Specials	5.6	4.8	.8
General, Programming	11.0	8.0	5.4
Misc.	10.8	3.2	6.8
Movies	5.8	4.8	4.8
No particular type	19.2	15.2	20.8
Base For Percents	500 134.2*	500 146.2*	500 140.2*

*Totals over 100% due to multiple responses.

NETWORK WITH BEST TELEVISION PROGRAMS

Question: In your opinion, which of these three television networks—if any—provides the best television programs?

CBS	25.8%	ABC	20.6%
NBC	28.0%	No Preference	25.6%

NETWORK PREFERRED FOR NEWS AND SPECIAL EVENTS

Question: Which of the three—if any—does the best job when it comes to news programs or televising special events?

CBS	26.0%	ABC	7.8%
NBC	42.6%	No Preference	23.6%

Telling it on tv

While plugging radio isn't particularly their game, Houston's three television stations, KHOU-TV, KPRC-TV and KTRK-TV nevertheless are finding it profitable. All three are running a day-long saturation schedule today (Monday), promoting the air debut of KODA, that city's first new am station in 13 years. The spots were placed at the regular commercial rates. KODA operates on 1010 kc with a power of 1 kw. It is owned by Taft Broadcasting Co., headed by Paul E. Taft, who at one time owned what is now KHOU-TV. According to Mr. Taft, KODA's copy for the three television stations is being received like that of any other advertiser, rather than a "competitor."

ABC-TV will video tape symposium for the record

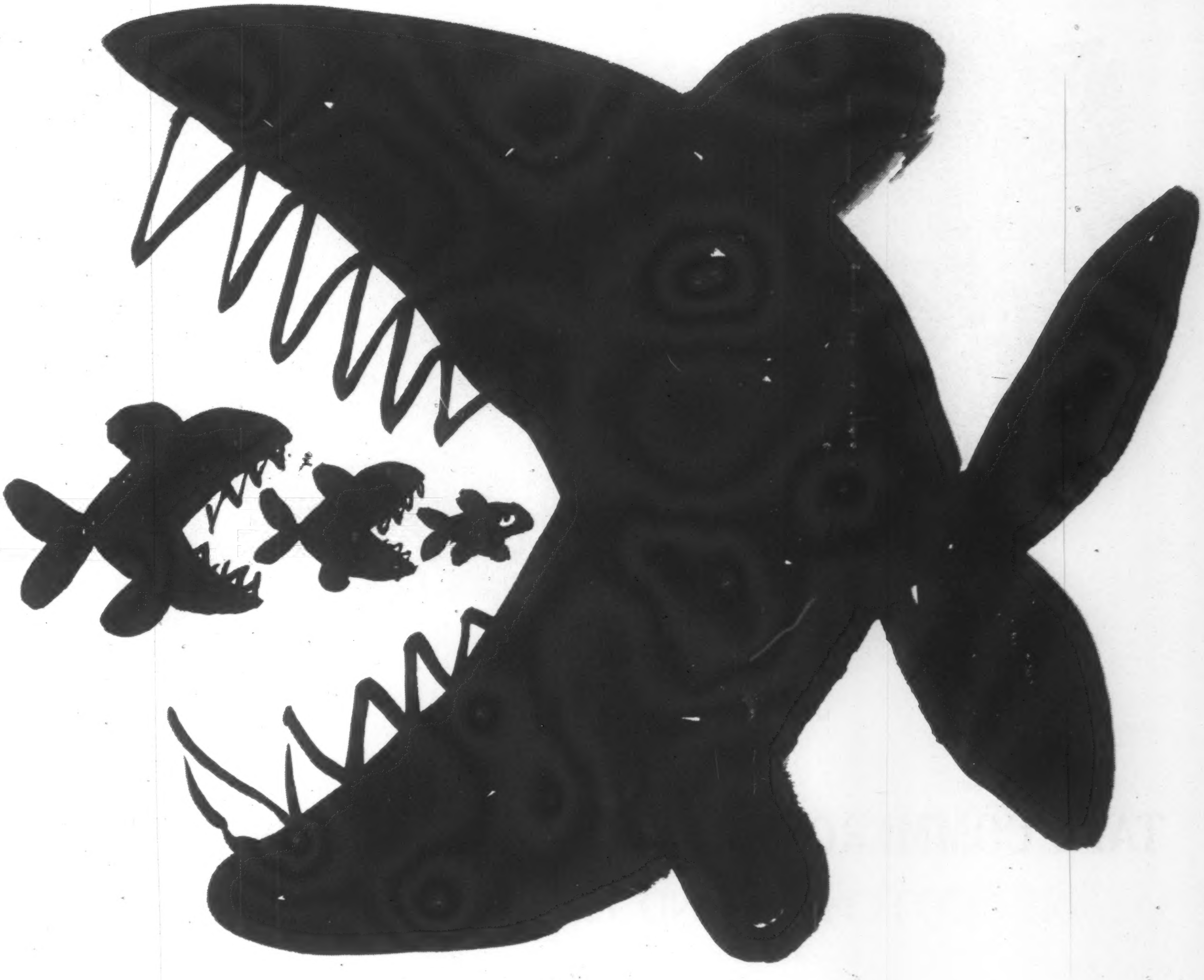
The freedom of broadcasting symposium at the Northwestern U. School of Law in Chicago on Thursday and Friday will be video taped by ABC-TV "for the record" and for possible subsequent use on the air.

In reaching this decision the network was motivated by the thought that the two-day symposium may emerge as an historic encounter between "the regulators and the regulated" in broadcasting (CLOSED CIRCUIT, July 24). FCC Chairman Newton Minow and NAB President LeRoy Collins will appear as speakers at one public session.

In addition to taping the entire symposium, ABC-TV is installing cameras and monitors to carry the proceedings of closed or limited-audience sessions to newsmen and invited guests in nearby rooms. The operation is under the direction of Bill Kusack, head of the ABC-TV engineering department in Chicago.

Catv sold for $550,000

The sale of an Oil City, Pa., community antenna system, by NWL Corp. to National Trans-Video Corp. for $550,000 was announced last week. The Oil City catv serves 4,200 subscribers and will be managed by Systems Management Co., Denver, Colo. National Trans-Video is principally owned by C. A. Sammons, Dallas, Tex., and owns 15 catv systems in Pennsylvania, Massachusetts, New York, Vermont, New Hampshire, Virginia, Arkansas and Oregon. The broker in the Oil City transaction was Daniels & Assoc.



Surprising how trends can be stopped

Maybe they're right. Maybe there *is* nothing harder to stop than a trend. Maybe. But we stopped one . . . cold!

In Minneapolis-St. Paul, the TV viewing trend was down. All three network affiliates (called X, Y & Z) played to fewer people in June than in May. A lot fewer.

Not so at WTCN, the Channel 11 independent.

Audience was up. 20% more viewers over-all, a whopping 37% more viewers in the big-time slot from 6 P.M.-10 P.M. Slice it any way you want. Hours per day, days per week . . . WTCN spells UP.

What did it? Such trend-stoppers as Killebrew and company—the Minnesota Twins—first with the fans, if not first in the league. News-on-the-hour (On TV? Sure!) First-rate, first-run feature films in prime time. Great kiddie shows. The best in syndicated programs. Community identification and endeavor.

And we've just begun to fight. From now on, things get bigger and better. If the Twin Cities figure in your marketing plans, climb aboard. Call the man from Katz and ask him to bring along the June ARB book. And the May book, too. Nielsen, if you prefer. Check the trend, the new Channel 11 trend in the Twins.

TIME-LIFE BROADCAST
Independent WTCN-11 • Minneapolis-St. Paul

VIDEO
TAPE
is the shape of
QUALITY
TV commercials
TODAY!

TAPE COMMERCIALS COVER U.S.A. ON NETS OR SPOT

on SCOTCH® BRAND Live-Action Video Tape!

Today your TV commercials on "SCOTCH" BRAND Video Tape can reach the TV families in 126 top market areas . . . over 90% of the potential market for any product! In the 1960-61 season, "live-action"-taped commercials have sold successfully in practically every product category, e.g., foods, coffee, beer, toothpaste, cosmetics, soaps and cleansers, automobiles, gasoline, appliances, etc.

Network and spot coverage are both excellent. The three major networks have complete tape facilities that enable your message to reach every TV family within range of a net's 150 to 200 affiliated stations. Spot coverage is virtually national and grows every day. All stations equipped for tape, located in major cities from coast to coast, will deliver your video-taped commercial. Altogether they cover more than 90% of all TV homes on either a regional or national campaign basis.

Today's trend to tape and resulting volume of use has reduced the cost of "SCOTCH" BRAND Video Tape significantly since its introduction, and has lowered the cost of making duplicate prints. Also, many "extras" such as station charges for roll-in or playback of tape have been virtually eliminated.

Any way you look at it . . . the comprehensive market coverage, the superior picture quality, the production advantages such as immediate playback and no processing (even for color!) . . . today's video-taped commercial is a better advertising buy than ever! Why not ask your local video tape producer to bid on your next storyboard? No cost or obligation.

Write for free copy of "Techniques of Editing Video Tape," to: 3M Company, St. Paul 6, Minn.

MAGNETIC PRODUCTS DIVISION

MINNESOTA MINING AND MANUFACTURING COMPANY
. . . WHERE RESEARCH IS THE KEY TO TOMORROW

3M COMPANY

VIDEO
TAPE
is the shape of
QUALITY
TV commercials
TODAY!

VTR-EQUIPPED STATIONS NOW REACH THESE 126 TOP MARKET AREAS... OVER 90% OF ALL U.S. TV HOMES!*

Alabama
Birmingham
Montgomery

Arizona
Phoenix
Tucson

Arkansas
Little Rock
El Dorado—Monroe, La.

California
Bakersfield
Hollywood
Los Angeles
Oakland
Sacramento
Stockton
San Diego
San Francisco

Colorado
Denver

Connecticut
Hartford
New Britain
New Haven

Florida
Jacksonville
Miami
Orlando
Palm Beach
Pensacola—
Mobile, Ala.
Tampa—St. Petersburg

Georgia
Atlanta
Augusta
Columbus

Hawaii
Honolulu

Illinois
Chicago
Decatur
Peoria
Rockford

Indiana
Bloomington
Evansville
Indianapolis
Fort Wayne
South Bend—Elkhart

Iowa
Ames
Cedar Rapids—Waterloo
Des Moines
Sioux City

Kansas
Pittsburg—Joplin, Mo.
Topeka
Wichita—Hutchinson

Kentucky
Louisville

Louisiana
Baton Rouge
Monroe
New Orleans
Shreveport

Maryland
Baltimore

Massachusetts
Boston
Greenfield
Springfield—Holyoke

Michigan
Detroit
Flint
Grand Rapids
Saginaw—Bay City

Minnesota
Duluth
Minneapolis
St. Paul

Mississippi
Jackson

Missouri
Columbia
Kansas City
St. Louis
Springfield

Nebraska
Lincoln
Omaha

New Mexico
Albuquerque

New York
Albany
Buffalo
New York—Newark, N.J.
Rochester
Schenectady
Syracuse

North Carolina
Asheville
Charlotte
Greensboro—
Winston-Salem
Greenville
Raleigh—Durham
Wilmington

North Dakota
Fargo—Valley City

Ohio
Cincinnati
Cleveland
Toledo
Youngstown

Oklahoma
Ada
Oklahoma City
Tulsa

Oregon
Portland

Pennsylvania
Altoona
Lancaster—Harrisburg
—York
Philadelphia
Pittsburgh
Wilkes-Barre

Rhode Island
Providence

South Carolina
Charleston
Florence
Greenville—Spartanburg

Tennessee
Memphis
Nashville

Texas
Amarillo
Austin
Beaumont—Port Arthur
Big Spring
Dallas—Ft. Worth
Harlingen
Houston
Lubbock
San Antonio
Weslaco
Wichita Falls

Utah
Provo
Salt Lake City

Virginia
Norfolk
Richmond—Petersburg
Roanoke

Washington
Seattle—Tacoma
Spokane
Yakima

West Virginia
Huntington—Charleston
Oak Hill
Wheeling

Wisconsin
Green Bay
Madison
Milwaukee

District of Columbia
Washington

***Growing every day!** As this advertisement went to press, the above list was up-to-date and accurate. But by the time you read this, chances are, new VTR stations equipped for television recording and playback will have been added. So use this basic list for quick reference, but be sure to check for any new and additional market coverage that has since become available. Call your local tape producer for the latest information!

"SCOTCH" IS A REG. TRADEMARK OF 3M COMPANY, ST. PAUL 6, MINN. EXPORT: 99 PARK AVENUE, NEW YORK, N.Y. IN CANADA: LONDON, ONTARIO. ©1961 3M CO.

MAGNETIC PRODUCTS DIVISION

MINNESOTA MINING AND MANUFACTURING COMPANY
...WHERE RESEARCH IS THE KEY TO TOMORROW

THERE'S NO TURNING BACK FOR TV

Competitors' troubles only beginning, says Pinkham

A prominent advertising agency executive bearded a group of magazine zealots in their den last week and left them speechless.

Richard A. R. Pinkham, senior vice president in charge of broadcast operations, Ted Bates & Co., addressed a luncheon meeting of the Magazine Promotion Group in New York on the subject, "Where Is Television Headed?" and his unequivocal answer to the rhetorical question was, "Why, up, of course." The reasons for Mr. Pinkham's optimism: tv "is free, it amuses and it sells merchandise."

In terse, hard-hitting terms, Mr. Pinkham alerted the magazine executives to tv's coming technical advances. He predicted the 1970s will find many homes equipped "with a veritable communications center in the living room," offering "more in performance and less in size," and featuring three-dimensional, four-color, eight-square-foot tv pictures.

"You think you've got competition now?" he asked. "It's going to get worse. And I would suggest that if you have lulled yourself into a trance of comfortable security because of the heavy barrage of criticism that has been leveled at television lately, you need psychiatric help."

Discussing the current state of tv programming, Mr. Pinkham said its quality may not be "defensible," but "it is explicable." He maintained that tv is so much a part of "our hedonistic way of life," that no matter how bad it gets, people will still watch it and "it will still remain a superb advertising medium."

Therapy ▪ The Bates executive said FCC Chairman Newton Minow's "vast wasteland" speech may have been just the shock therapy that tv needs. He claimed the medium is suffering most from putting too many "program eggs into the Hollywood basket." Television, he charged, has satisfied the insatiable appetite of programming schedules by abdicating to Hollywood at the expense of live experimenting with programming.

The answer for tv programming, he feels, was indicated in the success of last season's *The Flintstones* and *Candid Camera.* Both programs were successful, he indicated, because they dared to be different, were experimental, and had imagination and courage. "Television," he said, "must stop being Hollywood so much and become television again . . . an entity of its own . . . doing the things it does best."

Mr. Pinkham believes that by next year "the pendulum should start to swing back toward live, experimental, fresh programming," with ample room for "young idea men" in the industry.

The agency programming veteran, who once headed NBC-TV's programming department under Sylvester (Pat) Weaver, had some final, unrelenting words for his magazine-minded listeners: "Don't overestimate our troubles, gentlemen. If television is a sick medium, it is just a slight head cold—not terminal cancer."

After the speech, the audience was invited to participate in a question-and-answer session. But the magazine men were apparently left speechless. The luncheon ended without a single question to Mr. Pinkham. The magazine group is made up of promotion writers from various consumer magazines. Their function is to tell the public of the importance of magazines in the American way of life.

New York agencies try Tidewater for size

Norfolk-Tidewater, Va., is the nation's 29th market, and when agencies rank Norfolk-Portsmouth as 46th and Newport News-Hampton as 120th, they are missing one of the most important markets in the country. So claim Norfolk's three tv stations—WVEC-TV, WTAR-TV and WAVY-TV—which brought a jointly-produced film presentation to New York recently to set the record straight among ad agencies. The stations were hosts to more than 25 media and research personnel, representing 18 agencies at a luncheon.

The 15-minute film, produced to clear up some often misunderstood features of the quad-market area, portrays the compactness of the market and emphasizes that the cities of Norfolk-Portsmouth and Newport News-Hampton are all within a 20-mile radius. Their combined population, the film points out, exceeds that of Boston, Pittsburgh or Milwaukee.

Among those attending the presentation: (l to r): Bill Gietz, of WTAR-TV; Carol Hecht, Compton Adv.; Jerry Baldwin, Young & Rubicam; John Harris, Ogilvy, Benson & Mather, and Harrol Brauer, of WVEC-TV.

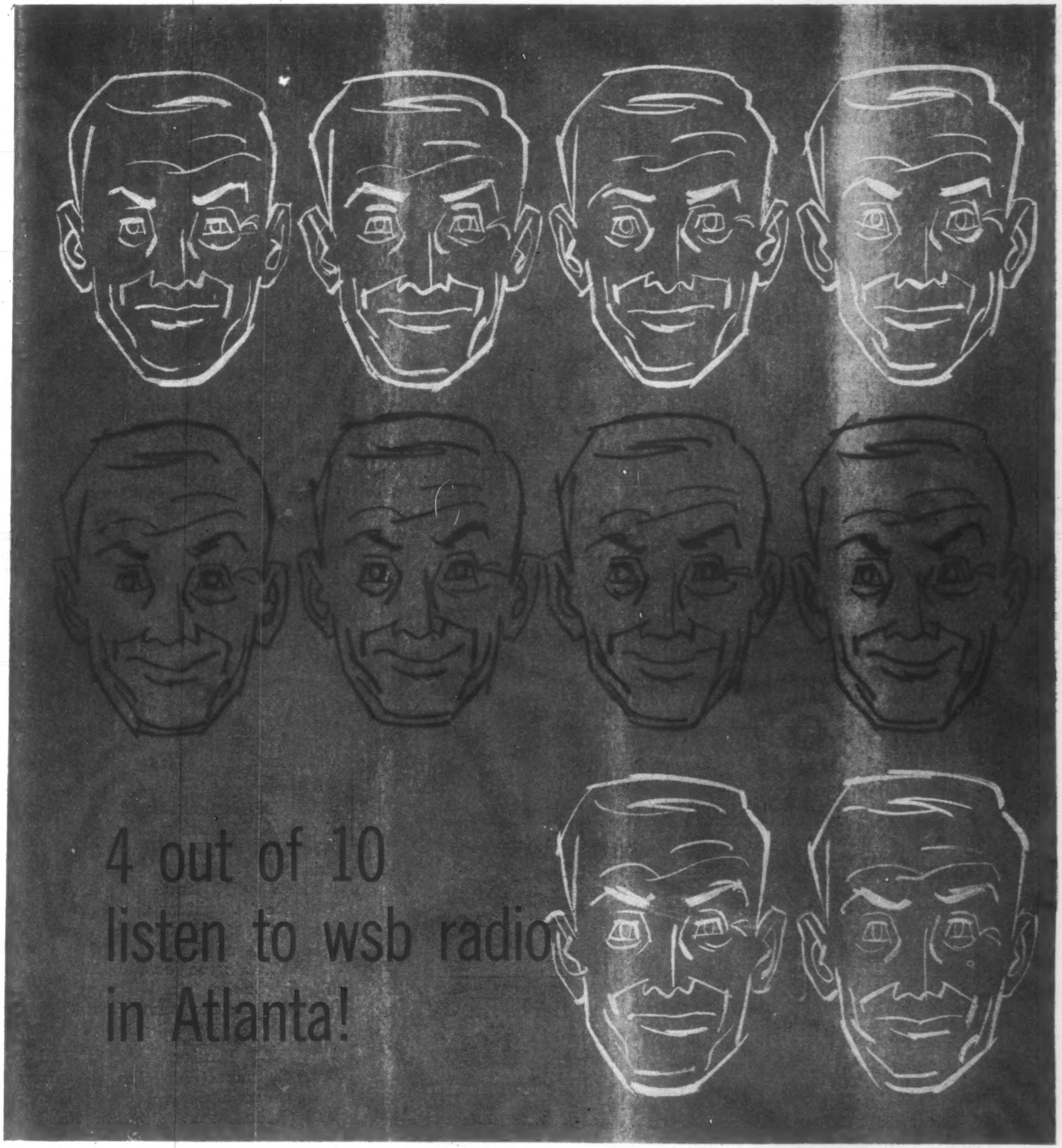
Twelve copies of the film have been distributed among the stations' tv reps for presentations to agencies and advertisers throughout the country. The reps are: Katz (WVEC-TV), Petry (WTAR-TV) and H-R (WAVY-TV).

Mutual's shy just one in top 50 U.S. markets

Mutual's signing of KLIV San Jose, Calif., and WRVM Rochester, N.Y., gives the network affiliations in all but one of the nation's top 50 markets. Dayton, Ohio, is missing from the MBS station lineup, but coverage there is achieved through Mutual's Columbus affiliate, the network claims.

KLIV, a 1-kw outlet at 1590 kc but granted an increase to 5 kw by the FCC, began airing Mutual service July 23. The station is owned and operated by Cal-Radio Inc., of which Riley R. Gibson is president and general manager. WRVM, owned and operated by State Broadcasting Co. (Frank W. Miller Jr., president), operates with 250 w at 680 kc.

Charles W. Godwin, MBS stations



DAY AND NIGHT . . . an average of 4 out of every 10 Atlanta radio listeners are tuned to WSB. The latest Nielsen report shows a 43.5% average quarter-hour share of Atlanta area audience (March-April, '61.) Four times as many people listen to WSB Radio as to any other station in metropolitan Atlanta. (And, there are 16 stations here, too.) WSB's consistent dominance of Atlanta radio results in consistent sales for WSB advertisers!

ATLANTA'S
wsb radio

Represented by
Edward Petry & Co., Inc.

Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Associated with WSOC/WSOC-TV, Charlotte; WHIO/WHIO-TV, Dayton.

vice president, said Mutual is changing its affiliation arrangement for the Hartford, Conn., area on Aug. 14, when its affiliation there switches from WINF to WCCC, a 500-w outlet on 1290 kc. WCCC is owned by Greater Hartford Broadcasting Inc. (William M. Savitt, president).

Mutual also signed affiliations during July with KHAK Cedar Rapids, a 1-kw, 1360 kc station owned and operated by Don-Lo Broadcasting Co., and WJRL Rockford, Ill., a 500-w, 1150 kc outlet operated by the O'Connor station group. WJRL is licensed to Town & Country Radio Inc. A non-metropolitan area station, WCMA Corinth, Miss., also joined MBS this month. Owned and operated by Corinth Broadcasting Co., WCMA operates with 250 w at 1230 kc.

Market Exclusivity ▪ MBS claimed last week that the so-called national population explosion has caused more than four-million radio homes to be located in municipal centers where Mutual provides the only network service to the community. Irv Lichtenstein, MBS advertising and sales promotion director, noted in a special four-page memorandum to advertising directors and agency account executives and timebuyers that 211 of Mutual's more than 420 affiliates have this exclusive network coverage advantage.

Broadcasters injured in Philadelphia rioting

Philadelphia, the city of brotherly love, turned into a hotbed of chaos last Monday (July 24) in protest against Mayor Richardson Dilworth's proposed overnight parking fee, leaving three injured newsmen attempting on-the-spot coverage.

WRCV reporter Herb Dundnick was hit in the face with a dirt clot, resulting in eye injuries while his soundman Don Bustard suffered a cut hand and leg bruises. Seven others of the nine-man news team escaped injury at the hands of the angry mob.

Jim Klash, a newsman for WPEN, was splattered by thrown eggs and fruit and was hit on the head with a rock, causing a mild concussion which required hospital treatment.

In another incident, WRCV newsroom assistant Ed Lain was trapped in the station's news station wagon by a mob which rocked the car back and forth violently, shattered windows and tore off chrome strips, windshield wipers and short wave radio antenna. He finally managed to drive off slowly, virtually backing the rioters away.

WRCV, which aired a tape recording of the stormy session from 9:05 to 10:00 p.m., had planned to present the entire two-hour meeting but was foiled when its broadcast lines were ripped out. Portions of WRCV-TV's film sequences were shown on NBC-TV's *Today Show* Tuesday morning.

Changing hands

ANNOUNCED ▪ *The following sales of station interests were reported last week, subject to FCC approval:*

▪ WGES Chicago, Ill.: Sold by John Dyer and associates to Gordon and B. R. McLendon for $2 million. See story, page 46.

▪ WDBF Delray Beach, Fla.: Sold by Boca Raton Bible Conference to Dr. Roscoe R. Miller, Fort Lauderdale, Fla., for $350,000. WDBF is a 5 kw daytimer on 1420 kc. Broker was Associated Media Brokers, Fort Lauderdale, Fla.

▪ WEOA Evansville, Ind.: Sold by Edwin G. Richter Jr. and associates to J. B. Fuqua for $75,000 and $48,000 not to compete. Mr. Fuqua owns WJBF-TV Augusta, Ga. WEOA is a 250 w fulltimer on 1400 kc.

▪ WEIC Charleston, Ill.: Sold by Jack G. and Betty Jane Owens to William L. Kepper, Philip A. Thompson and Marvin Homer for $105,000. Messrs. Kepper and Thompson are on the sales staff of WBBM Chicago. Mr. Homer is in the furniture business. Station is 1 kw daytimer on 1270 kc. Transaction was handled by Hamilton-Landis & Assoc.

▪ WXXX Hattiesburg, Miss.: Sold by David A. Matison to George Mooney, Abe Waldauer, F. E. Walker and D. F. Prince for $100,000. Mr. Mooney owns WKGN Knoxville, Tenn.; Mr. Waldauer is a Memphis attorney with interests in radio properties; Mr. Walker is manager of WXXX and Mr. Prince is a Washington communications attorney. Station is a 1 kw daytimer on 1310 kc. Broker was Hamilton-Landis & Assoc.

▪ WTKM Hartford, Wis.: Sold by John Shinners (*Hartford Times-Press*), John Cleary and others to Ralph Schewe and Galen Brunner for $63,000. Mr. Schewe is an appliance dealer; Mr. Brunner has been in radio work in Wisconsin and Minnesota in various capacities. WTKM is a 500 w daytimer on 1540 kc. Handling the transaction was Hamilton-Landis & Assoc.

▪ KDUO (FM) Riverside, Calif.: Sold by Southeastern Conference of Seventh Day Adventists to Howard L. Tullis, Los Angeles advertising executive, and John P. Hearne, Hollywood attorney, for $60,000. Messrs. Tullis and Hearne are also owners of KFSM San Bernardino, KDEO El Cajon (San Diego) and KAFY Bakersfield, all California. KDUO operates on 97.5 mc with 72

Outstanding Values in Broadcast Properties

A single station market daytime property. Doing well under absentee management, but greater potential for owner-operator. 29% down and liberal payout.
EAST
$110,000

Fulltime station in one of the South's top metropolitan markets. Has had consistently high ratings. 29% down and terms.
SOUTH
$160,000

This is a fine property in one of the country's top 50 markets, a 24-hour operation and in the black. $65,000 down and terms.
SOUTH
$265,000

BLACKBURN & *Company, Inc.*
RADIO • TV • NEWSPAPER BROKERS
NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D. C.
James W. Blackburn
Jack V. Harvey
Joseph M. Sitrick
RCA Building
FEderal 3-9270

MIDWEST
H. W. Cassill
William B. Ryan
333 N. Michigan Ave.
Chicago, Illinois
FInancial 6-6460

ATLANTA
Clifford B. Marshall
Stanley Whitaker
Robert M. Baird
John G. Williams
JAckson 5-1576

WEST COAST
Colin M. Selph
Calif. Bank Bldg.
9441 Wilshire Blvd.
Beverly Hills, Calif.
CRestview 4-2770

kw. Broker was Wilt Gunzendorfer & Assoc.

APPROVED ▪ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, *page* 80).

▪ KMBC-AM-TV Kansas City, Mo.; KFRM Concordia, Kan.; KMOS-TV Sedalia, Mo.: Sold by Cook Broadcasting Co. to Metropolitan Broadcasting (Metromedia Inc.), which in turn is selling KFRM and KMOS-TV to other parties (see story this page).

▪ WBOC-AM-TV Salisbury, Md.: Sold by John W. Downing, Charles J. Truitt and associates to A. S. Abell Co. for $1,211,246 and agreement not to compete. Transaction includes 80% interest in community antenna system in Salisbury. The A. S. Abell Co. (*Baltimore Sunpapers*) is licensee of WMAR-TV Baltimore.

▪ KPRO Riverside, KREO Indio, KROP Brawley, KYOR Blythe, all California: Sold by Morris Pfaelzer and Sherrill C. Corwin to Tom E. Foster, Tolbert Foster, W. E. Dyche Jr., John Blake and Edgar B. Younger for $450,000. Messrs. Foster and Dyche own KGUN Tucson, Ariz., and KDET Center, Tex. Commission notified buyers that it intends to review overlap and concentration question when license renewals are submitted or before then if applications for increased powers are filed. Chairman Newton N. Minow dissented; Commissioner Robert T. Bartley did not participate.

▪ KSEL Lubbock, Tex.: Sold by David R. Worley and Gerald H. Sanders to R. B. McAlister and associates for $450,000. Mr. McAlister owns KZZN Littlefield (see below) and KBYG Big Spring, both Texas.

▪ WKNB New Britain, Conn.: Sold by Sheldon Smerling to Louis A. Sodokoff and group for $270,000.

▪ KZZN Littlefield, Tex.: Sold by R. B. McAlister to Gerald H. Sanders for $125,000, conditioned that sale not be consummated until Mr. Sanders disposes of his interest in KSEL Lubbock, Tex. (see above).

▪ WSOK Savannah, Ga.: Sold by Albert T. and Elizabeth B. Fisher Jr. and James J. Duffy to Joe Speidel III for $100,000. Mr. Speidel controls WWBD Bamberg, WPAL Charleston, WOIC Columbia and WYNN Florence, all South Carolina.

▪ KBAY-FM San Francisco, Calif.: Sold by Sherrill C. Corwin to International Good Music Inc. for $100,000. International Good Music is headed by Rogan Jones and is the licensee of fm stations KGMI (FM) Bellingham, KGMJ (FM) Seattle, both Washington; KGMG (FM) Portland, Ore.; KFMU (FM) Los Angeles and KFMW (FM) San Bernardino, both California.

Chairman Newton N. Minow and Commissioner Robert E. Lee voted to send a McFarland letter; Commissioner Robert T. Bartley dissented.

$9.65 million sale of KMBC

METROMEDIA WINS AWARD DESPITE SPLIT VOTE

A $10¼ million station sale transaction was approved by the FCC last week as it ground through an above-average number of assignments and transfers in its penultimate meeting before the August recess (see CHANGING HANDS, this page).

The commission approved the sale of KMBC-AM-TV Kansas City, KMOS-TV Sedalia (Mo.) and KFRM Concordia (Kan.) to Metropolitan Broadcasting (Metromedia Inc.).

Metropolitan, which paid Cook Broadcasting $9.65 million for the Kansas City properties, is selling the Sedalia station to a group headed by William H. Weldon, former senior executive of the John Blair station representative firm, for $200,000 for the tangible property. Cook is assigning the license to the same group without charge. Mr. Weldon's group operates KCRG-TV Jefferson City, Mo., and intends to operate KMOS-TV as a satellite of that station.

The purchase of KFRM by Metropolitan for $400,000 is scheduled to go a second step when Metropolitan sells the Kansas station to N. E. Knightinger and associates for $201,000.

Opposition ▪ The transfers did not go through without dissent. In the Kansas City transaction, Chairman Newton N. Minow and Commissioners Robert T. Bartley and John S. Cross voted for a hearing. In the Concordia and Sedalia arrangements, Chairman Minow and Commissioner Cross voted for a hearing; Commissioner Robert T. Bartley did not participate.

The Kansas City grant was conditioned on the outcome of the hearing into *ex parte* charges in the Orlando ch. 9 case. An initial decision from the hearing examiner is awaited.

The Concordia deal included a grant of a waiver permitting KFRM to continue to operate with its transmitter 10 miles south of that city and its main studio in Kansas City, 170 miles away. The commission said that when a continuance of this waiver is requested

EXCEPTIONAL QUALITY BUYS

Northwest—Fulltime radio station operating in black with fixed assets, including land & building, over $80,000.00. Priced at less than 1½ times gross. Total price $95,000.00 with 29% down and balance over ten years.

New England—1000 watt daytimer with FM. Grossing $130,000.00, owner-operator potential, cash flow—very lucrative. Priced at $200,000.00 on terms.

WASHINGTON, D. C.
Ray V. Hamilton
John D. Stebbins
1737 DeSales St., N.W.
EXecutive 3-3456

CHICAGO
Richard A. Shaheen
Tribune Tower
DElaware 7-2754

DALLAS
Dewitt Landis
1511 Bryan St.
Riverside 8-1175
Joe A. Oswald
New Orleans

SAN FRANCISCO
John F. Hardesty
Don Searle
111 Sutter St.
EXbrook 2-5671

HAMILTON-LANDIS
AND ASSOCIATES, INC.
John F. Hardesty HL President
America's Most Experienced Media Brokers
RADIO • TV • CATV • NEWSPAPERS
NEGOTIATIONS, APPRAISALS, FINANCING OF CHOICE PROPERTIES

Triangle executives meet, map course

Present and future plans regarding all aspects of The Triangle Stations (WFIL-AM-FM-TV Philadelphia; WNBF-AM-FM-TV Binghampton, N.Y.; WNHC-AM-FM-TV New Haven, Conn.; KFRE-AM-TV and KRFM (FM) Fresno, Calif.; WFBG-AM-TV Altoona, Pa.; WYLH-TV Lebanon, Pa.) were discussed in a three-day management conference of the firm's radio-tv division last week in Philadelphia.

Some 40 Triangle and John Blair & Co. (Triangle's representative firm) executives attended the session presided over by Roger W. Clipp, vice president, Radio & Television Div., Triangle Publications.

Of major interest at the session was the time sale discussion (see photo above) composed of (l to r) Arthur H. McCoy, executive vice president, John Blair Co.; Edward H. Benedict, national sales director, The Triangle Stations; John Blair, president, John Blair & Co.; Mr. Clipp; Kenneth W. Stowman, general sales manager, WFIL-AM-FM-TV Philadelphia; and Edward P. Shurick, executive vp, Blair-TV.

again, it will have to be supported with a detailed showing. The commission answered a request by WIBW Topeka that this application be set for hearing by advising the Topeka station of the conditions.

Metropolitan Broadcasting is headed by John Kluge and owns and controls WNEW-AM-FM-TV New York, WTTG (TV) Washington, WHK-AM-FM Cleveland, KVOR (TV) Stockton (Calif.), WIP-AM-FM Philadelphia, WTVH (TV) Peoria (Ill.), WTVP (TV) Decatur (Ill.) and international station WRUL Scituate, Mass.

McLendons buy Chicago station for $2 million

Sale of WGES Chicago for a record $2 million in cash—the second highest sum for a Chicago radio station—was announced last week.

The 5 kw fulltime independent (on 1390 kc) is being bought by Gordon and B. R. McLendon, who announced also they are seeking a buyer for WAKY Louisville, Ky.

Only two weeks ago the McLendons bought WBNY Buffalo, N. Y., which they plan to substitute for their WYSL there. They are paying $650,000 for the Buffalo outlet (Changing Hands, July 24).

Other McLendon stations are KLIF-AM-FM Dallas, KILT-AM-FM Houston, KTSA San Antonio, all Texas; KEEL Shreveport, La., and KABL San Francisco, Calif.

The highest sum paid for a Chicago radio station was the $4 million paid by Westinghouse Broadcasting Co. for WIND in that city in 1956.

WGES was founded in 1924 and has been under John A. Dyer ownership for the 35 years. In recent years it has programmed particularly for the Negro audience, in addition to foreign language specialties.

Gilmore heads AFTRA; group commends Minow

Art Gilmore of Los Angeles was elected president of the American Federation of Television & Radio Artists at the union's annual convention in Detroit July 23. He succeeds Virginia Payne of New York.

The convention adopted a resolution praising FCC Chairman Newton N. Minow's decision to "give a long, hard look" at applications for radio-tv station license renewals, and called upon Mr. Minow to hold public hearings in the broadcaster's own community when requests for such hearings are made. (Broadcasting, July 24).

Media notes...

New affiliates ▪ CBS Radio last week signed WGTC Greenville, N. C., as an affiliate. The station, owned by A. W. Lewin, former board chairman of Mogul, Lewin, Williams & Saylor Adv., New York, operates full time with 5 kw daytime and 1 kw nighttime on 1590 kc. The affiliation becomes effective Aug. 14. WDEB Pensacola, Fla., became a primary CBS Radio affiliate, effective July 16. Limited time, 500 w station is owned and operated by Johnston Broadcasting Co.

NBC affiliate to be ▪ WEPA-TV Erie, Pa., will become an affiliate of NBC-TV on Oct. 1, according to Tom Knode, NBC vice president for station relations. The station, now under construction, has been assigned uhf ch. 66, but applied to FCC for switch to ch. 24.

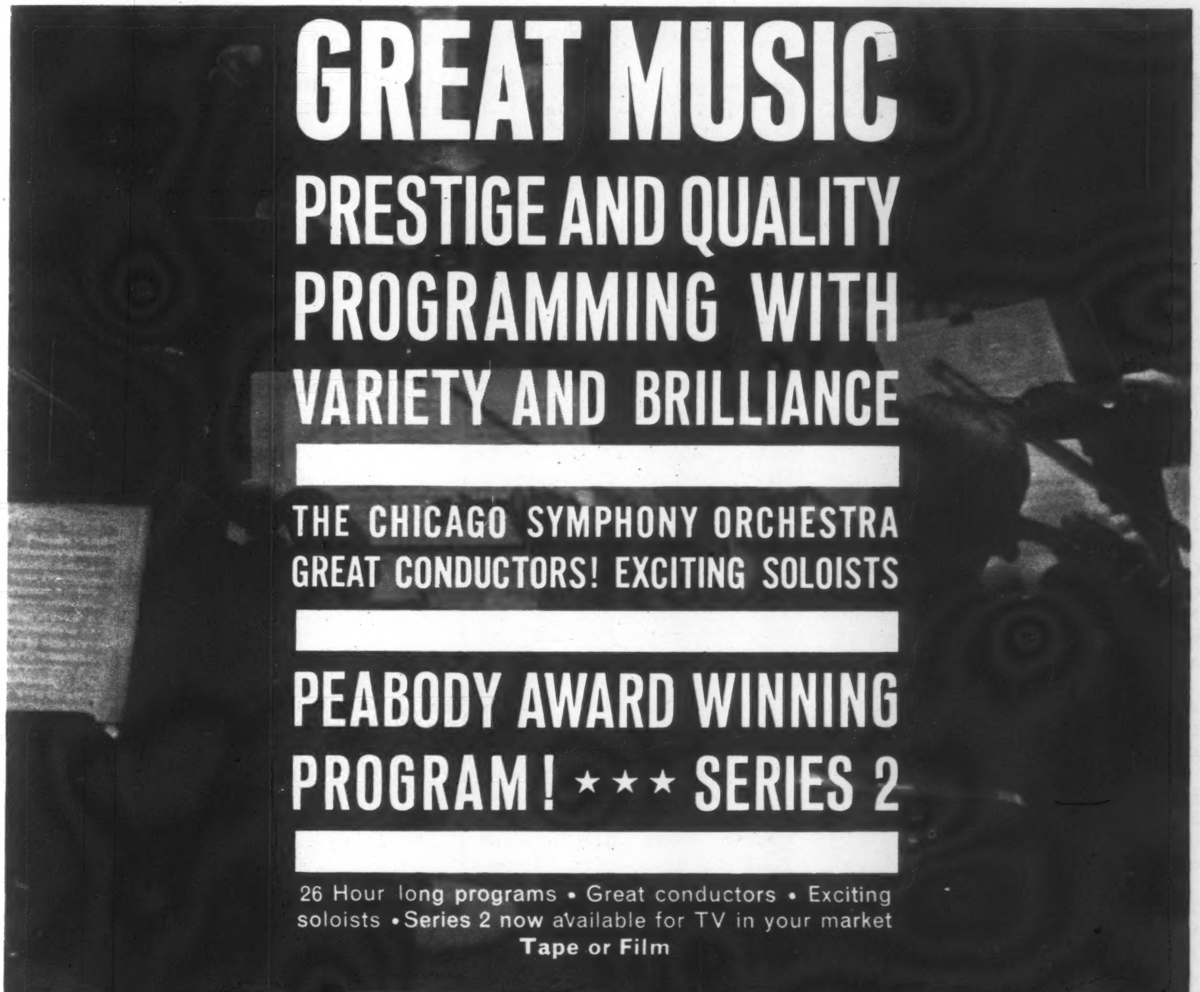
MBS signer ▪ WCKY Cincinnati affiliated with Mutual on July 23. Mrs. Jeanette Heinze is vice president and general manager of the 50 kw outlet on 1530 kc. The present MBS affiliate, WZIP Cincinnati, changed its programming format effective the date of the changes.

CBS rumors 'utter nonsense'

CBS Chairman William S. Paley and President Frank Stanton dismissed as "utter nonsense" reports published last week speculating on far-reaching changes in the CBS organization.

In a one-sentence memo distributed to the CBS organization late Wednesday Messrs. Paley and Stanton used this two-word label to characterize a story published earlier that day. The story had suggested that Mr. Paley may take a cabinet-level post, that Dr. Stanton may leave for a post in government, education or public service, that the CBS Radio Network may be abandoned and that the CBS-TV network may change its sales format entirely to the so-called "magazine concept."

In addition CBS Radio President Arthur Hull Hayes went on closed circuit to the network's affiliates Wednesday afternoon to deny the story generally and to give assurance specifically that the radio network is not going out of business. Actually, he said, the outlook for CBS Radio has not in years been as bright as now, and promises to be brighter.



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New v for 11 markets, 8 will lose

COMMISSION SAYS NO NEW CITIES WILL BE CONSIDERED FOR DROP-INS

A brilliant "go" sign in deintermixture and vhf drop-ins was turned on by the FCC last week.

By a bare majority of one, the commission decided to ask for comments on rulemaking which would add a third commercial vhf channel in eight major markets and delete the single low band channel in eight intermixed markets (BROADCASTING, July 17). These cities will gain a vhf channel under the proposal:

Baton Rouge, La. (ch. 11); Dayton (ch. 11); Birmingham, Ala. (ch. 3); Jacksonville, Fla. (ch. 10); Knoxville, Tenn. (ch. 8); Johnstown, Pa. (ch. 8); Charlotte, N. C. (ch. 6), and Oklahoma City (ch. 5 KOCO-TV Enid, Okla.). Most if not all of the new allocations would be added at reduced mileage separations. Comments are due Oct. 2.

And, the commission added, these are ALL the cities where it is prepared to consider vhf drop-ins now and in the future.

The following vhf channels would be deleted from present uhf-vhf markets: Ch. 12 Erie, Pa. (WICU [TV]); ch. 13 Rockford, Ill. (WREX-TV); ch. 3 Madison, Wis. (WISC-TV); ch. 10 Columbia, S. C. (WIS-TV); ch. 3 Hartford, Conn. (WTIC-TV); ch. 3 Champaign, Ill. (WICA [TV]); ch. 12 Binghamton, N.Y. (WNBF-TV), and ch. 12 Montgomery, Ala. (WSFA-TV).

No announcement of the commission's decision, reached in a special meeting last Thursday, was made pending notification of the Federal Aviation Agency of the new allocations. This was an effort by the commission to improve relations with the FAA, somewhat strained at times in the past (BROADCASTING, July 10), by giving that agency advance knowledge. It also is in line with a new FCC-FAA agreement on tall towers calling for closer liasion (BROADCASTING, July 24).

The Voters ▪ All seven commissioners participated in the decision to issue the deintermixture-drop-in rulemaking, with Commissioners Rosel H. Hyde, T. A. M. Craven and John S. Cross dissenting. The majority was composed of Chairman Newton N. Minow and Commissioners Frederick W. Ford, Robert T. Bartley and Robert E. Lee.

At the same time the new comments were invited, the FCC dropped in ch. 13 to Rochester, N.Y., and finalized rulemaking which adds ch. 13 to Grand Rapids, Mich., and ch. 9 to Syracuse, N.Y.

These changes were accomplished by shifting ch. 5 from Rochester to Syracuse and ch. 8 from Syracuse to Rochester, substituting ch. 9 for ch. 13 in Cadillac, Mich., ch. 6 for ch. 9 at Alpena was moved to ch. 11 and ch. 13, WWTV (TV) Cadillac was shifted to ch. 9. Chairman Minow dissented to this phase. In Rochester-Syracuse, Commissioners Lee and Ford dissented. WHEN-TV Syracuse, ch. 8, was shifted to ch. 5 and WROC-TV, ch. 5, Rochester to ch. 8.

The FCC has had various phases of deintermixture under consideration for several years trying to reach a solution on the uhf-vhf problem. Last week's action is a culmination of a January 1960 rulemaking seeking comments on a proposal to break down mileage separations to permit vhf drop-ins (BROADCASTING, Oct. 3, 1960, Jan. 9). Congress has been highly critical of the FCC's failure to reach a decision, "whether it's right or wrong," as one senator put it.

The Criteria ▪ Among criteria listed by the commission as reasons for selecting the 8 cities to get a third vhf: (1) all are in the top 75 markets; (2) two commercial stations already are in operation in each; (3) a minimal dislocation of existing stations will be caused; (4) all meet international agreements, and (5) reduced separations will be held to 120 miles for co-channel assignments (presently 170 and 190) and 40 miles for adjacent channels (presently 60).

As part of its plan, the commission will continue its all-out push to encourage uhf development. This will include such facets as all-channel legislation; encouragement of vhf assignments for both commercial and educational operators and opening of a uhf preserve on a first come, first served basis.

ABC, which has been striving for years for a third v in principal markets, stands to benefit most from the commission's proposal. There still are several cities where the network does not have a fulltime primary affiliate because of the allocation shortage.

The Vital Statistics ▪ Each of the eight cities losing vhf channels currently have uhf stations in operation. This is the lineup:

Madison—Losing ch. 3, has WKOW-TV (ch. 27), WMTV (TV) (ch. 33) and educational WHA-TV (ch. 21).

Rockford—losing ch. 13, has WTVO (TV) (ch. 39).

Columbia—losing ch. 10, has WNOK-TV (ch. 19).

Binghamton—losing ch. 12, has WINR-TV (ch. 40).

Hartford—losing ch. 3, has WHCT (TV) (ch. 18), slated for pay tv test, WHNB-TV (ch. 30) (New Britain), plus a New Haven vhf and Waterbury uhf.

Champaign—losing ch. 3, has educational WILL-TV (ch. 12) and WCHU (TV) (ch. 33), plus other uhfs in the immediate area.

Erie—losing ch. 12, has WSEE (TV) ch. 35.

FCC inquiry involves Mrs. Lyndon Johnson

Is the wife of the vice president of the U. S. attempting to gain an "undue concentration of control" in Texas tv stations?

That is one of the questions the FCC said it wants answered last week in setting for hearing the application of KWTX-TV Waco to increase power from 107 kw to 225 kw and increase antenna height from 520 to 1,140 feet.

The LBJ Co. (of which Mrs. Lyndon B. [Lady Bird] Johnson, wife of the vice president is board chairman and 60% owner) owns 29% of KWTX-TV. LBJ Co. also owns KTBC-TV Austin and KRGV-TV Weslaco. KWTX-TV in turn owns 50% of KBTX-TV Bryan and 75% of KXII (TV) Ardmore, Okla.

The commission ordered the hearing to determine whether KTBC-TV and KWTX-TV are under common control, to the extent of overlap between the two stations if the KWTX-TV application is granted and whether the proposed Waco power increase and taller tower would result in undue concentration of control.

Commissioners Rosel H. Hyde, Frederick W. Ford and T. A. M. Craven voted for a grant of the KWTX-TV application. Voting for the hearing here Chairman Newton N. Minow and Commissioners John S. Cross, Robert E. Lee and Robert T. Bartley.

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Another famous bell comes to Philadelphia

WRCV-TV was honored as America's "outstanding television station." It received the coveted Gold Bell Award of the Catholic Broadcaster's Association. This is the first Gold Bell Award ever presented to a Philadelphia station. Announcing the honor, the awards committee said: "In both quantity and quality of broadcast WRCV-TV has performed exceptional service during the past year. Throughout a wide range of programming, WRCV-TV has shown itself truly desirous of assisting Catholic Broadcasters in every way possible." And in every way possible, from pure entertainment to public service, WRCV-TV serves Philadelphia with award calibre television programming.

WRCV-TV NBC TELEVISION
IN PHILADELPHIA
CHANNEL 3

ch. 35.

Montgomery, Ala.—losing ch. 12 has WCOV-TV, ch. 20.

Committee restores FCC budget cut

The Senate Appropriations Committee last week voted to grant the FCC every cent of the $12,525,000 it is seeking for its 1962 budget.

The action, which looks to restoration of the $125,000 cut by the House, was taken in connection with committee approval of an Independent Offices appropriations bill totalling $9,098,614,500.

This is $694,516,500 more than the House approved for the independent agencies, boards and commissions that are lumped together in the Independent Offices category. Any difference between the House and Senate figures remaining after upper chamber action expected this week, will have to be settled in conference.

The report accompanying the Independent Offices bill was submitted by Sen. Warren G. Magnuson (D-Wash.), who is chairman of the Independent Offices Subcommittee as well as the Commerce Committee, which has jurisdiction over the regulatory agencies.

The report said the proposed $125,000 cut in the FCC budget for salaries and expenses would lead to increased workloads without reducing any of the case backlogs.

The committee recommended that the commission be given an additional six months in which to use the $2 million granted it last year to conduct a uhf television study. The present deadline is July 1, 1962.

The Federal Trade Commission was treated well by the committee, too. The report recommended that it be given its full budget request of $10,690,000. This is $690,000 more than the House voted.

Akron slighted for vhf, WAKR-TV charges to FCC

Noting reports in the trade press of imminent vhf drop-in considerations by the FCC (BROADCASTING, July 17), WAKR-TV (ch. 49) Akron, Ohio, renewed requests that a vhf be assigned to that city.

WAKR-TV said Akron was not included in the published reports of these cities which would get a vhf and maintained the city should be given the "highest priority." The station said that "certain large interests, for purposes of their own, would like to consider Akron as being served by the Cleveland [vhf] stations." All authoritative sources, including the U. S. Census, list Akron and Cleveland as entirely separate communities, WAKR-TV said.

Foley Square, again

The FCC's long-running investigation of television network broadcasting practices (BROADCASTING, July 3) will resume in New York Sept. 26 (CLOSED CIRCUIT, July 24), the commission announced last week.

Sharing the witness spotlight before Chief Hearing Examiner James D. Cunningham upon the resumption of the hearing will be numerous blue chip advertisers, a list of which the commission will release at a later date. Key point of the probe will be advertising's relationship to the networks.

The station said it has lost money each year it has operated and that it cannot continue to compete against the vhf competition from Cleveland. Akron has not received "fair, efficient and equitable" allocations treatment as required by Sec. 307 (b) of the Communications Act, WAKR-TV maintained.

Commission tightens local notice requirements

The FCC moved last week to tighten its rules requiring applicants to give local notice of their filings or designations for hearing, by amending Secs. 1.359 and 1.362. The new rules also are designed to help eliminate past confusion on what is required of stations. They provide:

- Publication (once a week for three weeks) can be made in a weekly newspaper published in the community if it has no daily newspaper.
- If the application involves the only operating station of its kind in the community, notice can be accomplished solely by broadcasting (at least once daily for four days) with no publication required.
- Where broadcast announcements are permitted or required they are to be made between 7 p.m. and 10 p.m. on television stations, and between 7 a.m. and 10 a.m. on radio.
- In the case of notices relating to the filing or designation for hearing of renewal applications, additional statements are required to inform the public that those desiring to do so can write to the commission to call its attention to facts for consideration in determining whether a grant of an application would serve the public interest.

Commissioners Rosel H. Hyde, Frederick W. Ford and John S. Cross each dissented in part.

Complete text will appear in next week's FOR THE RECORD.

FCC would combine STLs

The FCC has invited comments on its proposal to make rules to combine am, fm and tv (aural) studio-transmitter link stations into one station through the use of improved multiplex techniques. The FCC thinks this can conserve spectrum space without sacrificing aural quality.

The FCC proposal also would permit a tv STL to carry one or more aural program circuits used by the same licensee for am or fm, would combine fm and tv (aural) intercity relay circuits into one category to which am would be added, and would provide for operational communications for use by stations or for fm background music transmission.

Antenna notification asked

Applicants who seek FCC grants for nonbroadcast land radio stations from now on will be queried on whether they've notified the Federal Aviation Agency if they plan an antenna more than 20 feet high. The FCC said last week it's asking the information as a step in implementing discussions with the FAA for coordinated handling of antenna construction.

FCC questions Estes' character

SAYS HE COMPELLED EMPLOYES TO VIOLATE RULES

Edwin H. Estes, licensee of WMOZ Mobile, Ala., and WPFA Pensacola, Fla., was accused by the FCC last week of compelling employes to violate commission rules and of making forged, false and misleading statements to the agency.

Consequently, the commission set the WMOZ renewal application for hearing and instituted license revocation proceedings against WPFA. A combined hearing will be held in Mobile on a date to be announced.

The commission said consideration of the renewal application has raised "serious questions" as to Mr. Estes character qualifications because it appears: (1) that false and forged program logs were knowingly and willingly submitted with the WMOZ application; (2) gross revenues in the annual financial report contained misrepresentations; (3) the renewal application contained false and misleading information on programming, particularly with respect to news and public affairs programs which were not in fact broadcast, and (4) that Mr. Estes compelled employes to violate FCC rules under a threat of being fired if they refused to comply.

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RERUN ON BOSTON CH.5

Three applicants agree on one thing: each thinks it should have the grant

Battle lines were drawn once more on the long-bloodied terrain of Boston ch. 5 last week. Each of the veterans —applicants WHDH Inc., Greater Boston Tv Corp. and Massachusetts Bay Telecasters—held fiercely that it alone should receive the victory.

The FCC Broadcast Bureau, a noncombatant in the hail of findings showered on the commission last week, claimed two of the participants had been dishonored in the course of the four-year war and should not even be considered. The two, WHDH and MBT, were besmirched by allegations of off-the-record approaches to former FCC Chairman George C. McConnaughey.

Said the bureau: "WHDH and Massachusetts Bay Telecasters having sustained determinative comparative disadvantages in this proceeding, Greater Boston" should have the grant for the channel. The bureau cited contacts of Robert Choate, WHDH principal, and Forrester A. Clark, vice president and director of MBT, with Chairman McConnaughey as the disqualifying taints. The bureau called these "attempts" to influence a commissioner outside the merits of the direct case and claimed that attempts should be as disqualifying as successes.

WHDH claimed it was clearly entitled to preference on the original hearing record and further added that the FCC's July 14, 1960 decision reopening the case in light of *ex parte* considerations does not attach to WHDH an onus which overcomes the preference so clearly established in the hearing record. It charged MBT with attempts to influence the FCC more heinous than its own and in addition to the Clark-McConnaughey entente, detailed an alleged letter from Gen. Robert Cutler, an aide of Gen. Eisenhower, to Sherman Adams, which (WHDH claimed) made a blatant political plea for preference. The fact that Mr. Adams did not forward the letter to the FCC does not alleviate MBT of its attempt to coerce the FCC through the White House, MBT maintained.

As for GBT—WHDH referred to that company's "lack of candor" in not revealing in its application that Michael Henry, vice president and general manager, had been disbarred in Missouri some 15 years prior. The FCC, in its original decision, had chided GBT for this omission, but did not find it a disqualifying factor.

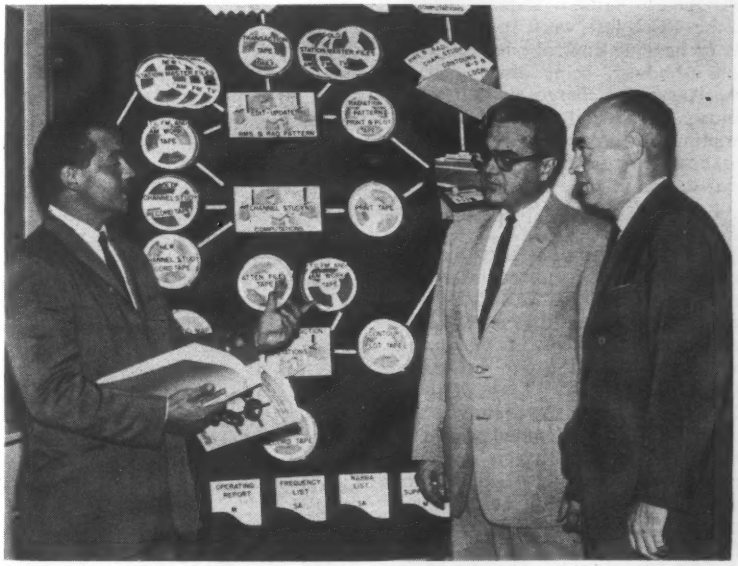
WHDH also claimed that GBT was no longer the same applicant as originally considered because Richard Maguire, one of 36 stockholders had sold 2.77% to another stockholder (BROADCASTING, July 24).

GBT's Retort ▪ Greater Boston held, much as had the Broadcast Bureau, that its two rivals should be summarily disqualified. Aside from that, it said, it was the superior in the fields of local residence, civic participation, diversification of occupations of principals, experience, integration of ownership with management, programming and studios and equipment.

MBT said of the *ex parte* charges against it "Mr. Clark's *only* infraction was that which was but the *least* of Mr. Choate's infractions—seeking to demonstrate the responsible nature of the MBT group."

MBT also stated that it is far superior to WHDH in areas of local residence, civic participation and diversification of occupations. MBT further claimed its superiority to GBT in many of these fields. The MBT also criticized WHDH for maintaining an "anti-competitive" policy and tending toward massing of media interests in the Boston area.

MBT also boasted it would provide superior programming to the others by utilizing the talents of several of its talented stockholders, such as Boston Pops conductor Arthur Fiedler and *Atlantic Monthly* editor Edward Weeks.



Machine age at the FCC?

A wonderful system whereby the FCC can dispose of the computing aspects of engineering data and also keep a running up-to-date file of ownerships and frequencies by means of an "intelligence center," is described to FCC Executive Officer Robert Cox (c) by Gerald Galler, (l) who has been working on the project. Jasper Hand, another architect of the FCC automation scheme, (r) stands by approvingly.

The chart was used to "sell" first the Broadcast Bureau and then the commissioners on the job the computers could do in cutting the FCC's routine backlog. Target date for the first installation is July 1963.

Mr. Galler explained that the printer and plotter units of the proposed computer would expedite material mainly in three areas—radiation patterns, contour predictions and channel studies.

The machines would enable an engineer to spend "his time and talent" in analyzing applications instead of on the menial task of computing the figures to fill out the patterns and studies.

Mr. Cox declined to discuss cost since the computers were being set out for bids to 14 leading electronic companies, but he said that some comparable systems in Washington are currently rented for $20,000-$25,000 per month. (Computer systems are customarily rented rather than sold outright and the commission gave indication that this was the basis upon which it anticipates bargaining.)

FCC attorney dies after heart attack

James T. Brennan, 46, attorney in the general counsel's office of the FCC and prominent in rehearing of the tv *ex parte* cases, died of a heart attack last Tuesday (July 25). He was on a family vacation at Rehoboth Beach, Del., and collapsed while swimming.

On the FCCs' staff since 1957, Mr. Brennan served as a commission counsel in the re-opened Miami chs. 10 and 7, Boston ch. 5, St. Louis ch. 2 and the recently concluded Orlando ch. 9 *ex parte* cases. He was in the process of helping prepare the government's case in the Jacksonville ch. 12 hearing, scheduled to begin Sept. 6.

Last December, the commission commended Mr. Brennan, along with Ed Holtz and Joel Rosenbloom (other FCC counsel in all except the Orlando case), for "sustained superior performance."

Mr. Brennan, a native of Wilkes-Barre, Pa., is survived by his wife, Florence, a son and a daughter. Final services were held Friday.

Its old tower sold, WOOD-TV tells FCC

WOOD-TV Grand Rapids, Mich., told the FCC last week it no longer owns or has any control whatever over its old tv tower, being dismantled by RCA. Answering charges by WILX-TV Onandaga, Mich., that WOOD-TV is attempting to circumvent due process (BROADCASTING, July 24), the Grand Rapids station said the underlying premise of the WILX-TV charge is "patently false."

The Time-Life station first received permission to move its tower-transmitter to a new site in 1959. WILX-TV protested to the FCC and the court and the latter remanded the case to the former in a blistering decision two weeks ago (BROADCASTING, July 17). WOOD-TV said one condition of the grant was that the old tower be dismantled within 90 days after the station begins operation from its new site; this period expires next month. WOOD-TV at present is operating from the new site under special temporary authority.

WOOD-TV said it sold the tower May 31 "in good faith" to RCA which in turn sold it to WPBN-TV Traverse City, Mich. The station charged that the latest WILX-TV move is an effort to secure a stay of the FCC grant. Such a stay already has been denied by both the commission and the court.

Commission upholds GE, tells MDC to cool heels

Multiplex Development Corp., New York, was told by the FCC last week it had little reason to get hot under the collar about the fee charged by General Electric Co. for attendance at a GE seminar on multiplex stereo broadcasting last May 15, at Utica, N. Y.

MDC before the seminar complained to the FCC that GE reportedly planned to charge a $1,000 fee against future royalties for GE fm multiplex stereo equipment designs and that this amounted to "extortion" (EQUIPMENT & ENGINEERING, May 15). The company also was worried lest the GE-Zenith stereo system result in interference to fm background music broadcasting.

The FCC said last week that the GE fee was only $250, not $1,000, for MDC, and that GE feels no obligation to give free training to other companies to do what it learned at considerable expense.

The FCC thought the GE-Zenith royalties would be "reasonable," but said MDC should feel free to develop its own circuitry as long as equipment performance meets FCC standards. The FCC cares little about design, so long as the equipment works as specified, MDC was told.

Cross-talk interference should be no trouble in properly designed equipment, the FCC said, but since any interference to a licensee would be "self-induced," the licensee has only to choose between multiplex stereo or background music.

KRLA, Bureau differ on examiner's stand

The Broadcast Bureau and KRLA Los Angeles took conflicting views in exceptions filed Friday, July 21 to an initial decision recommending that KRLA be given a one-year license renewal (BROADCASTING, April 24). The bureau repeated its earlier contention that the license should not be renewed for any period and, while KRLA expressed willingness to accept a short renewal, the station took strong exceptions to most of Chief Hearing Examiner James D. Cunningham's conclusions.

Most of the bureau's proposed findings were incorporated into the initial decision, the Broadcast Bureau said. "We urge that these findings are irreconcilable" with the ultimate conclusion that KRLA's license should be renewed. The commission staff repeated the charge that the licensee, Eleven-Ten Broadcasting Corp., had been guilty of bad faith in programming, fraud in contests and an unauthorized transfer of control.

KRLA did not except to the ultimate conclusion of the examiner—recommending a one-year renewal—but the licensee did submit 135 exceptions to findings plus 52 paragraphs on operations of the stations. The decision was based on "interpretation and selection of the evidence which was prejudicially unfavorable to the applicant," KRLA stated.

In spite of this, the station said, the examiner still correctly found that there had been no unauthorized transfer and no evidence that KRLA program proposals were not made in good faith. KRLA said it would accept a short-term license "as an opportunity to demonstrate its ability to render a responsible and meritorious service."

Governor told to go through FCC channels

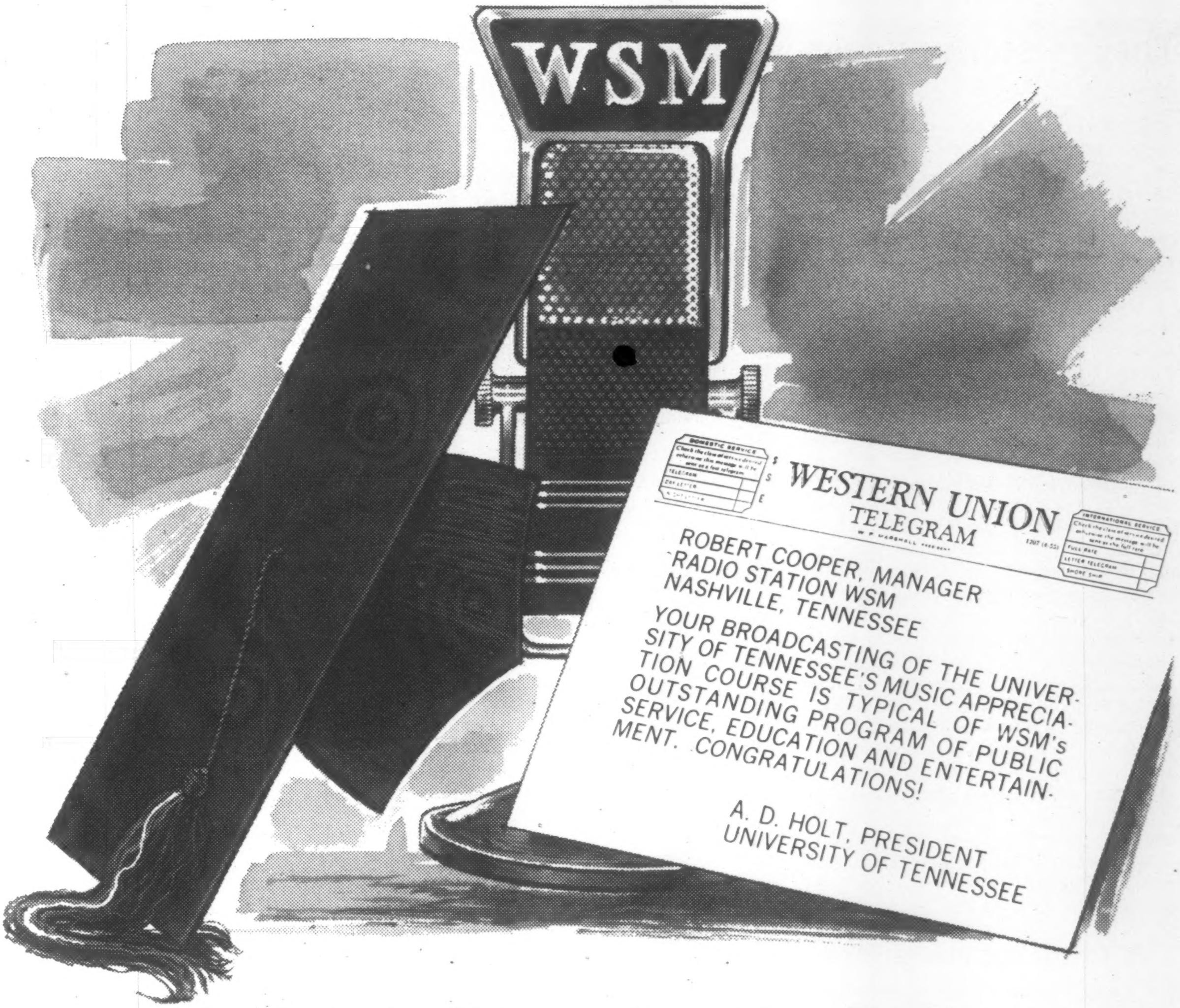
When the governor of Maine strongly urged FCC Chairman Newton N. Minow to cooperate and allocate certain Maine channels for etv, the chairman politely told the governor he would have to go through the FCC's administrative channels just like anyone else.

Chairman Minow sent a long letter July 11 to Maine's Republican Gov. John H. Reed giving in detail the procedures relating to allocation of tv channels, comparative hearings and reservations for noncommercial educational channels.

Seven days later the governor wired Mr. Minow: "I strongly urge" that ch. 7 be reassigned to Calais for educational tv and that ch. 10 be reserved for etv in Presque Isle. This was the subject of rulemaking proposed by a Maine educational group in early 1961 and on April 19 the FCC decided to reserve ch. 10 in Augusta and ch. 10 in Presque Isle for educational use but to shift commercial channel 7 in Calais to Bangor instead of leaving it in Calais for the educators.

Chairman Minow July 20 informed the governor that if he had "new or significant information" to present the commission bearing on the allocation he could formally petition the FCC to accept such comments, giving good cause and requesting waiver of the normal rules, but that his telegram did not constitute a formal comment and was sent long after the matter was considered by the FCC.

The U. of Maine, which had petitioned the FCC to reconsider its decision and leave ch. 7 in Calais for etv, last week asked that no action be taken on this petition until September.



ROBERT COOPER, MANAGER
RADIO STATION WSM
NASHVILLE, TENNESSEE

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A. D. HOLT, PRESIDENT
UNIVERSITY OF TENNESSEE

Armchair Education Via Radio

This June 13, Radio Station WSM and the University of Tennessee, Nashville Branch, began a unique experiment in Educational Radio. The experiment was Music 131, a ten week 3 college credit hour course in music appreciation to be broadcast from WSM's studios each Tuesday evening from 6:45 to 9:45 P.M. UT furnishes the instructor with WSM's David Cobb assisting. WSM also rebroadcasts the entire program to its vast clear channel audience each Sunday evening.

These are the results of the experiment:

37 classroom students, officially registered at $24 each, by UT, are attending and participating in the broadcasts each Tuesday evening at WSM.

Over 500 Registered Certificate students from 12 states have also enrolled at $1.00 each and are taking the course at home by radio. These certificate students will take all tests and examinations and will be graded by the course instructor.

Radio Station WSM considers this response as indicative of a deep public interest in and a desire for more Educational Radio. WSM, therefore, plans to devote an increasing amount of air time to programs of an educational nature. This, WSM believes, is broadcasting in "the public interest, convenience and necessity."

WSM

Clear Channel • 650 KC • Nashville, Tennessee

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They're starting over in St. Louis ch. 2

EVALUATION OF 1957 MOVE NOT SUFFICIENT, COURT SAYS

A federal court told the FCC last week that its plan for re-evaluating the 1957 move of ch. 2 from Springfield, Ill., to St. Louis was not sufficient.

The U. S. Court of Appeals in Washington told the commission to start afresh in this rule-making case which was remanded by the Supreme Court in 1959 because of allegations of off-the-record approaches to commissioners.

The commission held hearings on these charges and determined that Harry Tenenbaum, a principal owner of what is now KTVI (TV) St. Louis, had made private approaches to commissioners. It held that the 1957 decision was voidable but that no commissioner should be disqualified and that no absolute qualification was necessary against KTVI. It decided that it would reopen the original rulemaking case in order to give interested parties the right to answer or comment on matters not made on the public record.

It was this proposal that Circuit Judge Henry W. Edgerton, for himself and Judges Charles Fahy and Walter M. Bastian, said was unsuitable. Alluding to the Dept. of Justice's contention that the entire proceeding should be started afresh, Judge Edgerton noted that the FCC's original order was issued over four years ago, that three new members have been appointed to the commission and "we think it would not be appropriate for the commission to determine in 1961 on the basis of a somewhat supplemented 1957 record where and to whom vhf ch. 2 ought to be assigned."

The court said that the commission does not have to withdraw its decision that no commissioner is disqualified and that no party is absolutely disqualified. It added, however: "But we do not doubt that conduct of the type Tenenbaum engaged in, occurring since the commission's earlier decision on this point in this case, would be grounds for disqualification."

The commission can continue existing services, the court said.

The St. Louis ch. 2 case was taken to court by Sangamon Valley Telecasting Corp., an applicant for ch. 2 in Springfield originally.

Low-cost tv packet may include engineering data

A television equipment manufacturer which sells equipment packages to applicants who plan to build low-cost television stations was told last week it may include with each package the engineering information required by the FCC in the application for a grant.

But, the FCC cautioned Electron Corp., Dallas, the information furnished to such applicants may not include any "legal services," such as that which would be employed in advising an applicant on the intepretation or applicability of statutes or FCC rules and regulations.

Attorneys Protected ▪ Above all, the FCC said, Electron Corp. may not represent one of its clients before the FCC —a function clearly reserved only to attorneys in good standing. And the applicant continues to be ultimately responsible for the accuracy of any information in his application, the FCC said.

And, speaking of that, the FCC in another letter told Electron that the agency is witholding action on the company's own application for ch. 8 at Missoula, Mont., because ownership reports for KCDA (TV) Douglas, Ariz. (ch. 3) were filed by the wrong party, Electron Corp., instead of Electron's parent company and KCDA's licensee, Ling-Temco Corp.

The FCC's report to Electron Corp. was in answer to the company's inquiry as to whether it may give stations non-legal advice in filling out applications for new tv stations. The FCC acknowledged it has never before set up rules or procedures covering assistance of a non-legal nature in filing applications.

WITT loses in move to postpone hearing

WITT Lewisburg, Pa., lost a final appeal to the FCC last week when the agency refused to postpone a hearing beginning today (Monday) on the station's license renewal application (BROADCASTING, July 24). The issues include one alleged unauthorized transfer of control (and possibly two), misrepresentation and lack of candor and of character qualifications, according to the commission order.

Interlocutory pleadings have been hotly contested for several weeks and the hearing site was moved two weeks ago from Washington to Lewisburg over WITT's protests. The station maintains that the FCC should have instituted revocation proceedings with the burden of proof on the agency rather than on WITT.

The FCC charges that there was an unauthorized transfer of control in December 1959 to Robert L. Wilson or Central Broadcasting Co. or both, and that WITT violated 18 commission rules. Further, FCC counsel said in a pre-hearing conference, the telephone company cut off WITT's telephone facilities June 1 for non-payment of bills and the station was off the air until June 11 when it resumed with new management over which the board of directors had no control.

N.Y. uhf experiment proceeds on schedule

A $2 million plus experiment in uhf telecasting and reception in the "canyons" of New York City is moving ahead on schedule with all major contracts having been let, the FCC announced last week in a progress report.

The study was authorized by Congress in appropriations for fiscal 1961, with the government station scheduled to go on the air late this fall. Commissioner Robert E. Lee is pushing the project for the FCC with Arnold Shrivseth officially the FCC project representative.

Using ch. 31, WUHF (TV) will be operated by the City of New York under control of the federal government. WUHF will duplicate the programs of New York stations during specified hours and the rest of the time the city will be free to broadcast its own programming. The following contracts have been signed by the government for the experiment: lease of transmitter space from Empire State Building; RCA for lease of transmitter and transmission lines with installation to be completed by Aug. 1

Also, Smith Electronics Inc. for 12 light-weight field strength meters to measure both uhf and vhf; Melpar Inc. for an antenna to be mounted atop the Empire State Building and a temporary window mount antenna on the 80th floor; RCA Sales Corp. for 100 monochrome, 15 portable and 10 color receivers; Jerrold Electronics Corp. for installation of the receivers and observations and measurements, and the U.S. Census Bureau for determining locations of the receivers.

The commission also is seeking cooperation of the tv industry for the test and an advisory committee has been formed. Various music licensing groups have given free rights for music aired over WUHF and similar service is being sought from labor unions, guilds and program suppliers.

The New York City Board of Estimates has also approved an allocation of $384,000 as the city's share of WUHF's operating costs.

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Commission vacates Miami ch. 7 grant

WINNING BISCAYNE TV DISQUALIFIED FOR EX PARTE CONTACTS

A second Miami vhf tv station grant was set aside by the FCC last week because of *ex parte* contacts with members of the commission.

Just as in the ch. 10 case, the commission disqualified the winning ch. 7 applicant—Biscayne Tv Corp. (WCKT [TV])—plus all other applicants save one and granted the application of Sunbeam Tv Corp. Sunbeam, principally owned by Miami businessman Sidney D. Ansin, was the only one of four aspirants found untainted by illegal contacts.

The other two applicants, also disqualified by the commission, are East Coast Tv Corp. and South Florida Tv Corp.

The FCC's decision, by a 5-1 vote, will not become effective until further orders from the agency. Specifically, it sets aside the January 1956 grant to Biscayne and orders WCKT to cease operations on ch. 7. In addition, the commission stated that any license issued to Sunbeam will be for four months only, after which new applications will be accepted for the channel.

Last week's action adopted *en toto* a September 1960 initial decision by special Examiner Horace Stern (BROADCASTING, Sept. 19, 1960). Commissioner Robert E. Lee dissented, with Commissioner T. A. M. Craven abstaining. The FCC decision upholds staff instructions issued last March.

As in other *ex parte* cases remanded to the commission, the charges first were aired by the House Legislative Oversight Subcommittee in 1958. The commission asked the court to remand the ch. 7 case following earlier remands and the Hill disclosures. Hearings were held in Philadelphia before Judge Stern in June 1960.

WCKT and its companion station, WCKR-AM-FM, are owned by principals of the *Miami News* (Cox) and *Miami Herald* (Knight) and Niles Trammell (15%), former president of NBC. The am-fm stations were not involved.

Ex Parte Principals ▪ Biscayne was disqualified for enlisting the aid of Ben A. Fuqua, personal friend of former Commissioner Richard A. Mack, to contact the commissioner. Also, the de-

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DODD RESUMES ATTACK

Juvenile Delinquency hearing sure of linkage between youthful crimes and television violence

Sen. Thomas Dodd (D-Conn.) walloped the television industry last week with his biggest cudgels to date as his Juvenile Delinquency Subcommittee resumed its hearings on the possible effects of television crime shows on the zooming juvenile-delinquency rate.

Convinced that there is a link between such shows and juvenile delinquency ("We have established a definite connection," he told his home state in a tv-radio broadcast Wednesday night), he proposed that Congress authorize the FCC to regulate the networks "to eliminate broadcasting of violence for its own sake."

Furthermore, he wants action now. Taking issue with FCC Chairman Newton N. Minow, who has said that network commitments would prevent significant programming changes until 1962, Sen. Dodd said the time has already arrived to curtail tv violence.

When a certain polio vaccine was found several years ago to be dangerous to children, he said in his opening statement, it was pulled off the market, without regard for the financial loss to the manufacturer. "I insist that our stand be the same regarding dangerous television shows," he said.

He accused broadcasters of making "a mockery" of the industry's standards regarding television's responsibility toward children "by programming a diet of murder, extortion, eccentric sex, and subhuman brutality."

Violence Leads to More ▪ "The sad truth," he said, is that "the industry has not tried to rid itself of the overabundance of crime and violence which their productions contain." On the contrary, he charged, the networks are engaged in a competition to determine which can program the most violence.

Consequently, he said, Congress should "authorize the FCC to assume a regulative and coordinative function over the networks in order to eliminate broadcasting of violence for its own sake, in order to enable television to develop to its true capacity, and in order to assure that networks and independent stations operate in the best interests of the American people."

But if Sen. Dodd is convinced there is a direct connection between television crime and juvenile delinquency, Secretary Abraham A. Ribicoff of the Dept. of Health, Education & Welfare isn't.

Pay raise for FCC?

Members of the FCC and other regulatory agencies would get pay raises of $2,000 a year under legislation introduced last week by Sen. Warren G. Magnuson (D-Wash.).

The bill (S-2307) would increase commissioners' annual salaries from $20,000 to $22,000. The chairman's pay would be boosted from $20,500 to $22,400.

"Let's be perfectly frank about it," he told subcommittee, "We cannot say with certainty that a bad program causes a child to do bad things, or that a good one guides him towards better things. We have our strong suspicions, but we do not know for sure."

In any event, he declared, the causes of juvenile delinquency are complex, and television can only be regarded as one aspect.

He said many authorities have expressed differing views on the question of television's influence on the juvenile-delinquency rate, and added that an intensive, long-term research project in this area would be helpful.

He said his department would be willing to cooperate with the subcommittee and NAB in setting up such a study. NAB President LeRoy Collins proposed a similar project in his appearance before the subcommittee last month (BROADCASTING, June 26).

Programs Could be Better ▪ But while he declined to put the finger on television crime as a proven factor in the juvenile delinquency problem, he did say that "the programs our boys and girls watch could be better—much better."

And he not only called on the industry to provide this better programming, he offered a suggestion as to where the material could be found—in American history books.

"The greatest stories that can be told to inspire our children are the stories of the people who built our country," he said. "They don't have to get fancy cision of the examiner adopted by the commission found that Mr. Trammell and James M. Cox Jr., (president of the *Miami News* and principal owner of the Cox radio-tv stations) had off-the-record contacts with Mr. Mack while the case was pending.

South Florida (headed by Jack Stein) was disqualified for using Perrine Palmer Jr. and the late Thurman Whiteside, also friends of Mr. Mack, to intercede with the former commissioner. East Coast (whose principal owner is Richard Mead) also was found guilty of hiring a Florida friend of Mr. Mack's —Miles H. Draper—to contact the then commissioner.

The commission said that the activities of Biscayne, South Florida and East Coast reflects so adversely on their character as to show that they lack the necessary qualifications to be a licensee.

Further, the commission said, the public interest can best be served by a grant of ch. 7 to Sunbeam. Also, the commission stated that it is aware such a grant results in an award by default and therefore the initial license period will encompass only four months.

This is identical to the action taken in the Miami ch. 10 case—relied upon heavily by the examiner's decision adopted by the commission. In ch. 10, the commission disqualified the winning applicant, National Airlines (WPST-TV) and awarded a four month grant to L. B. Wilson Inc. Two other applications also were absolutely disqualified in that case.

While the commission gave no reason for leaving the effective date of its order blank, it is understood this move was taken because the agency is not absolutely sure of its legal authority to go as far as it did. Such authority presently is awaiting a test in the Supreme Court in the Miami ch. 10 case. The court of appeals has affirmed the stiff FCC action but a notice of appeal with the Supreme Court has been filed.

A spokesman for Biscayne already has indicated that an appeal would be made as soon as the decision becomes final at the FCC.

In dissenting, Commissioner Lee said absolute disqualification of three of the applicants was "harsh justice." He said they should be given a comparative demerit (as was done in the Boston ch. 5 case, see page 51). Another vote should be taken by the FCC with consideration given to the three demerits, he maintained.

In light of the language of the decision finding that the acitvities of Biscayne reflects so adversely on their character, the question of the eventual fate of other Cox and Knight broadcast properties was raised in case the FCC decision withstands the court tests. The Cox interests also own WHIO-AM-TV Dayton, Ohio, WSOC-AM-TV Charlotte, N. C., and WSB-AM-TV Atlanta. The Knights also own 45% of WAKR-AM-TV Akron, Ohio.

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scriptwriters to invent stories; they can go back to the stories of Washington and Jefferson" and other figures in American history.

He said he would give "short shrift" to the argument that because people like crime and violence shows, the television industry must concentrate on them. "Television shouldn't pander to the worst in human nature," he said.

But he also declared he is opposed to government censorship, adding, "There are enough high-minded and intelligent people in the television industry who know what must be done."

Parents, too, are deeply involved in the problem, he said, for they are primarily responsible for the viewing habits developed by their children. "A child watches what he is permitted to watch, and listens to what he is permitted to listen to," he said.

"If he is permitted to sit like a vegetable, pursuing moronic murders, and ceaseless crimes, he suffers, and his parents do, too."

"Parents," he added, "must learn to get tough with themselves and their children, as well as with the television industry."

Another Hard Line ▪ Industry representatives in the hearing room who had begun to breathe more easily during Secretary Ribicoff's testimony, found themselves wincing again when the Rt. Rev. Monsignor Joseph E. Schieder took over the witness table.

The monsignor, who is director of the Youth Dept. of the National Catholic Welfare Conference, urged that immediate steps be taken to eliminate crime and violence shows from tv.

He said he "cannot dismiss the idea of a basic relationship" between soaring crime figures and television's "almost totalitarian grip on the minds of the people."

He said "the diet of terror" fed young people by the mass media and particularly television has induced in them "a tolerance of evil."

He said the situation he portrayed could be remedied by industry self-policing, and the enforcement and expansion of legislative controls. Perhaps the most important step, he said, would be "the relief of advertising and sponsorship pressures on program directors —pressures related to the 'giving the public, or the kids, what they want' school of thought."

He described as "a step in the right

Washington's uhf television exhibit

Studying equipment plans for educational WETA-TV Washington are (l to r) FCC Commissioner Robert E. Lee, Rep. John Taber (R-N. Y.) Mrs. Edmund Campbell, president of Greater Washington Educational Tv Authority, and Sen. Alexander Wiley (R-Wis.). The meeting took place at an Electronic Industries Assn. reception in Washington held in conjunction with a joint FCC-GWETA exhibit of uhf equipment.

direction" the bill (HR 8109) introduced by Rep. Harris B. McDowell (D-Del.) to make it a crime to exploit sex and crime and violence on television (BROADCASTING, July 17).

The monsignor was only the first of several clergymen expected to testify before the hearings conclude.

WMIN sales hearing set on trafficking issue

BOTH BUYER (TEDESCOS), SELLER (JOHNS) UNDER CLOUD

The proposed $200,000 sale of WMIN St. Paul, Minn., was set for hearing by the FCC last week on questions of trafficking in licenses by both the buyer and seller. Also set for hearing on the same issue was the application of Plains Broadcasting Co. to sell its construction permits for five new fm stations to United Communications Inc. for $21,008.

Tedesco Inc. (Victor and Nicholas Tedesco) is buying WMIN from William F. Johns Jr. and associates (BROADCASTING, Feb. 20). In ordering the hearing, the commission said that both parties have acquired and disposed of numerous stations in the past. This raises the question "whether a grant would be consistent with the commission's policy against trafficking," a one-man FCC majority said.

Voting for the hearing were Chairman Newton N. Minow and Commissioners Robert T. Bartley, Frederick W. Ford and Robert E. Lee. Dissenting were Commissioners Rosel H. Hyde, T. A. M. Craven and John S. Cross.

The Johns group bought WMIN in 1955 for $75,000. The family (including William Sr., William Jr., Miles, and Mrs. William Sr.) has individually and collectively held interests in a total of 35 broadcast properties between 1943 and 1960, according to the FCC. William Jr. held interests in 14, William Sr., 8; Miles, 8; and Mrs. Johns, 5. Many of these involved the same station, it was pointed out.

Mr. Johns purchased WWOM New Orleans in April 1960 and since that date has acquired WEW St. Louis, WWOM New Orleans, KOME Tulsa and WLOD Pompano Beach, Fla, according to the FCC.

The Tedescos, the commission staff found, have owned or now own interests in 12 stations since 1948. They presently own KWKY Des Moines, WIXK New Richmond, Wis., KFNF Shenandoah, Iowa, KCUE Red Wing, Minn. (sale to third party is pending FCC approval). In addition, Tedesco Brothers have applications pending for their purchases of KBLO Hot Springs, Ark., WRNE Wisconsin, Rapids, Wis., and have applied for a new am in Chisholm, Minn.

Plains Broadcasting holds construction permits for KRKY (FM) Denver, WFFM (FM) Cincinnati, KFMV (FM) Minneapolis, KFMC (FM) Portland, Ore., and KPRN (FM) Seattle. The commission said that no actual construction has been started and now pending are applications for extension of completion dates. The commission questioned the "good faith, diligence" and programming plans, among other matters, of Plains in announcing the hearing.

Commissioners Lee and Cross voted for a grant of the Plains applications; Commissioner Ford did not participate.

Illegal contacts charged to Minow

An Ilinois congressman accused FCC Chairman Newton N. Minow last week of allowing "conflict of interest and *ex parte* contacts to influence him" to turn his back on the commission's own professed standards.

Rep. Robert H. Michel (R-Ill.) made the charge in connection with the FCC's proposed grant of ch. 8 Moline, Ill., to Moline Tv Corp. Three other applicants for the channel have already accused the FCC of inconsistency in the case (BROADCASTING, July 24).

An Incredible Grant ▪ Like the three applicants (Community Telecasting Corp., Midland Broadcasting Co., and Illiway Tv Inc.), Rep. Michel said it is "incredible" that the FCC should grant the Moline application on the same day (June 28) that it denied the application of Suburban Broadcasters for an fm license in Elizabeth, N. J.

Suburban was turned down on the ground that it had made no effort to determine local needs, he noted. Yet, Moline Tv Corp., he said, was "the only one of five applicants which made no effort to determine local program needs."

Rep. Michel said Moline Tv Corp's president, Frank P. Schreiber, has no record of civic activity anywhere but that Richard Stengel, "one of the controlling principals," has a considerable background in Illinois Democratic politics.

And, Rep. Michel indicated, this background was the company's main advantage in seeking the tv grant.

[Note: Chairman Minow did not participate in the instructions to the FCC staff to write a decision granting the Moline Tv application.]

He said Mr. Stengel served four terms in the Illinois legislature and was the Democratic nominee for the U. S. Senate in 1956. President Kennedy, then a senator, was one of the speakers at a fund-raising luncheon given Mr. Stengel during that campaign, Rep. Michel said.

The congressman did not say specifically that Mr. Stengel knows Chairman Minow. But he asserted that Mr. Stengel's "political activities obviously brought him in close contact with Chairman Minow and President Kennedy, not only during the 1956 campaign, but during his years in the state legislature," from 1948 to 1956.

Chairman Minow, whose home is in Chicago, was administrative assistant to former Gov. Adlai Stevenson from 1950 to 1952 and participated with him in his unsuccessful campaigns for the presidency in 1952 and 1956.

Rep. Michel said he "had to gag" when he read Chairman Minow's NAB convention speech in which he promised the FCC would steer clear of *ex parte* contacts to such an extent that the commission would be called The Seven Untouchables.

"It is obvious to me," Rep. Michel said, "this is just another case where the deeds of the New Frontiersmen do not measure up to their sanctimonious public pronouncements."

He said "Chairman Minow has permitted his conflict of interest and *ex parte* contacts to influence him to ignore and ingeniously explain away announced standards in such fashion as to make a mockery of justice."

He said the commission should set aside its proposed order, "schedule a re-argument at the earliest possible date, and reconsider this case strictly on its merits, rather than on what clearly appears to me to be political considerations."

KOB-ABC feud reopens in consolidated case

A decades-old fued between ABC and KOB Albuquerque, N. M., flared anew last week when the FCC consolidated a KOB application for modification of its construction permit with the application for renewal by WABC New York, owned by the network.

Both stations operate on 770 kc. For 15 years ABC tried to get KOB off that frequency, claiming that WABC was a Class 1-A station and no other facility should be permitted to operate on the same frequency at night. In 1958 the commission ordered both stations to operate on 770 kc with 50 kw and directional antennas for mutual protection.

The commission ordered that the application of KSTP Inc. for 770 kc in New York (in opposition to the WABC renewal application) be withheld pending the outcome of the consolidated hearing. KSTP Inc. is the owner of KOB.

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COMMISSION TRIES OUT NEW TEETH

Bites Crowell-Collier for $2,500 in KDWB case

The FCC has completed its first case since new teeth were put into the Communications Act by Congress last year. The agency last week put a $2,500 bite on Crowell-Collier Broadcasting Corp. for operating KDWB Minneapolis from midnight to 4 a.m. daily for more than a year and a half with power and type of antenna authorized only for daytime (daylight) operation.

But even so, the FCC's bite was $7,500 less than its bark last March when the agency issued its "first notice of liability for forfeiture" in the amount of $10,000. (BROADCASTING, March 27.

The FCC, in announcing the reduced forfeiture, did not explain the reason for its change of heart—whether it was merely leaning away from excesses in the first monetary forfeiture case or whether it felt there were mitigating factors in KDWB's explanation of the engineering violation.

Minow Outvoted ▪ The reduced fine was imposed by a vote of six commissioners, who overrode FCC Chairman Newton Minow's holdout for the maximum of $10,000.

Crowell-Collier may now ask the FCC to remit or mitigate the fines. or may pay it. The money is payable to the U.S. Treasurer. If the station refuses to pay, the amount is recoverable by a Justice Dept. civil suit. A suit for recovery must be held on the merits of the case, and additional safeguard given licensees.

The FCC charged that KDWB (630 kc) was operated by Crowell-Collier from midnight to 4 a.m. with 5 kw power and a directional antenna pattern authorized only for the daytime. KDWB's nighttime authorization is for 500 w only with a different directional pattern than that for daytime.

Crowell-Collier denied that the violations were willful on its part, explaining that the station was using the contested power-antenna pattern before the company purchased it in August 1959. Crowell-Collier engineers discussed the midnight-4 a.m. operation and it was continued on the advice of John H. Mullaney, Washington consulting engineer, the FCC was told. The station discontinued the practice upon receipt of a notice of violation from the FCC last January.

In imposing the fine last week, the FCC said the forfeitures were authorized to obtain greater compliance by licensees with the terms of their licenses and FCC rules and to deter non-compliance. If serious, repeated violations go unpunished, the forfeiture sanction will not be "the effective tool it was intended to be," the statement said.

The agency said it intends to use the forfeiture to "impel" broadcasters to become familiar with the terms of their licenses and FCC rules and to adopt procedures, including periodic review of operations, to insure station operation in substantial compliance with licenses and FCC rules.

Kentucky asks new etvs

Submitting an educational tv report by a special state legislative committee, Gov. Bert Combs of Kentucky last week asked the FCC to reserve nine uhf channels assigned to that state for etv. The channels and cities: ch. 59 Ashland, ch. 19 Hazard, ch. 24 Maysville, ch. 14 Pikeville, ch. 54 Covington, ch. 17 Bowling Green, ch. 26 Madisonville, ch. 33 Murray and ch. 29 Somerset.

The governor said all the channels are unused and to date have not been applied for.

WILD, WAVA get short-term licenses

The FCC struck again last week with its authority to issue short-term licenses by granting renewals for only one year to WILD Boston and WAVA Arlington, Va.

In renewing WILD, the commission said it has information indicating that several tax liens are outstanding against the station for non-payment of employe withholding taxes. Also, the FCC said, questions are outstanding concerning the financial condition of WILD and the station has been guilty of technical violations of a "serious nature."

Considering this, the FCC said, it is of the opinion that WILD's "past actions have fallen considerably short of the exercise of that degree of responsibility in the operation of a broadcast station which the commission has a right to expect. . . ."

At the same time, the FCC denied a petition by Local No. 9 of the American Federation of Musicians seeking a hearing on the WILD application on the grounds that the station had not originated live music programs. However, the commission advised the AFM local that it is considering this question with respect to its new programming forms.

WAVA (formerly WARL) was given a one-year renewal "to afford the licensee opportunity to demonstrate continued improvement of its programming and commercial policies and practices." The licensee, U. S. Transdynamics Corp., had been questioned by the commission on long-pitch announcements, "objectionable references" of announcers and improper identification of sponsors. The station said that it inherited commercial contracts from previous owner (Transdynamics acquired the station in August 1960) and has been trying to eliminate the spots of five minute duration or longer. Ad lib statements had been made by one personality about "amusement machines" (slot machines) in a Maryland restaurant he owned and the station said this practice has been stopped.

PROBE SPORT PACKAGE

Dept. of Justice will decide if pacts violate antitrust

The future of tv sport packages is hanging in the balance as the Dept. of Justice acknowledged last week that it is looking into three such deals to see whether they violate the antitrust laws.

Such investigations have been going on for some time, a Justice Dept. spokesman said. Their existence came to light after a federal judge ruled that the National Football League-CBS two-year, $9.3 million package violated a 1953 antitrust judgment.

In that ruling, Philadelphia U. S. District Court Judge Allen K. Grim held that the NFL-CBS package deal was illegal because it eliminated competition among the teams of the senior pro football league for sales of rights to tv (BROADCASTING, July 24).

Suspension Asked ▪ The National Football League early this week asked Judge Grim to suspend this ruling until Dec. 31. This would permit the NFL-CBS contract to be executed for half of its two-year term. Arguments on this request took place July 27 and 28. NFL asked the judge to reverse his ruling because the banned contract is similar to several others that have not been challenged. These are the American Football League's five year $11 million deal with ABC; National Collegiate Athletic Assn.'s two-year, $6 million deal with ABC; and National Basketball Assn.'s year-to-year contract with NBC amounting to about $500,000 a year.

Blackouts Okay ▪ The 1953 decree, handed down also by Judge Grim, resulted from a government antitrust suit against the National Football League. It held proper a clause in NFL's bylaws which permitted a tv blackout when one of its teams was playing at home. The court, however, ruled that it was illegal to blackout radio broadcasts of home games since radio did not affect local attendance.

In March of 1960, the National

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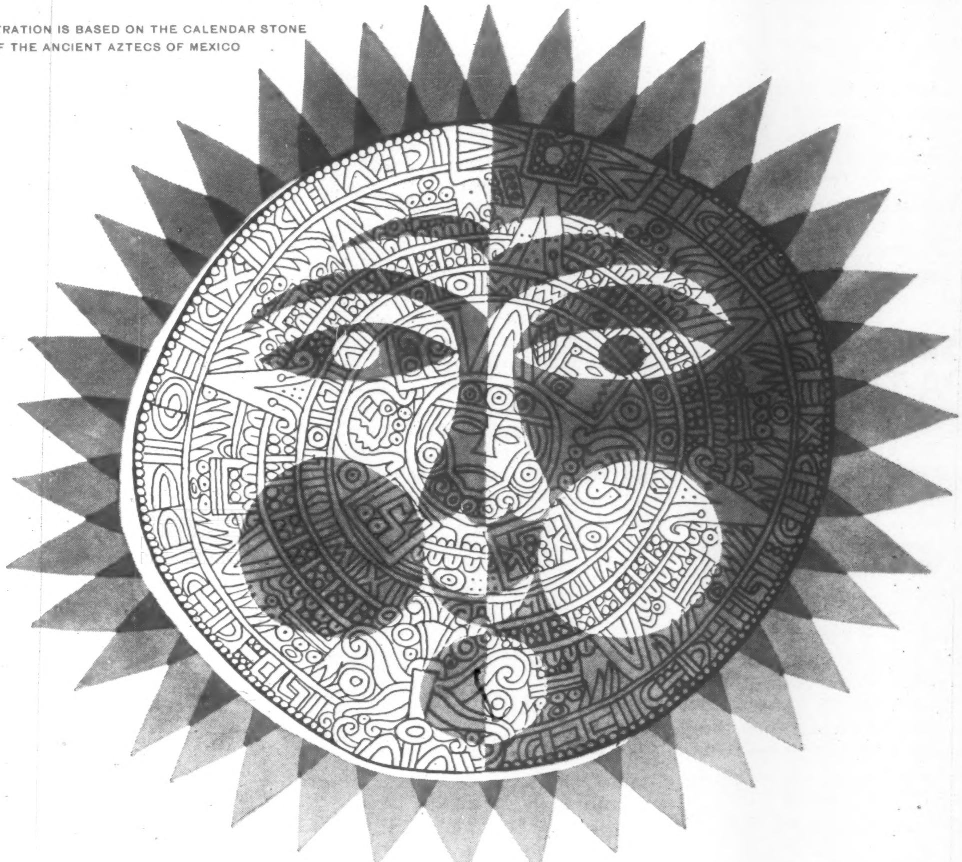

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Do take it easy. If you suddenly plunge into strenuous activities, you'll risk muscular aches and pains and perhaps a strain on your heart. Pace yourself. Stop when you begin to feel pleasantly tired.

Do be a careful camper. If you plan a camping trip at some faraway place, take along adequate first-aid supplies—plus a few household remedies.

When building a fire outdoors, keep it small, watch it constantly and have pails of water or sand nearby. Never leave a fire until it is out completely.

Don't take chances in the water. Always follow a most important rule of water safety . . . never swim alone. And when toddlers are around water, watch them constantly. Even if you think you're an expert swimmer, be extra careful in strange waters.

Stay out of water during thunder storms. Learn rescue breathing. This simple technique—when applied promptly and properly—can save many lives.

Don't be a risky boater. Know and obey all the marine "rules of the road." Provide life jackets for every passenger at all times. If possible, stay with any small craft that upsets, and signal for help.

Metropolitan Life
INSURANCE COMPANY

A MUTUAL COMPANY • Home Office—NEW YORK—Since 1868 • Head Office—SAN FRANCISCO—Since 1901
Head Office—OTTAWA—Since 1924 • Over 1,000 Local Offices in U.S.A. and Canada

THE LIGHT
THAT
NEVER FAILS

Football League informally asked the Dept. of Justice to approve the proposed contract with CBS. The government, it is understood, indicated disapproval. In April of this year the transaction was signed, and the NFL asked the U. S. District Court in Philadelphia to approve the contract as within the bounds of the 1953 decree. The transaction was opposed by the Justice Dept. and Judge Grim's ruling two week's ago was the result.

It was stressed at the Dept. of Justice that the fact it was looking into the other tv sports contracts did not indicate that the government felt they were illegal or legal.

New issue added to WSPA-TV case

The often-heard 1953 grant of ch. 7 Spartanburg, S. C., to WSPA-TV (Spartanburg Radiocasting Co.) will be heard again by an FCC hearing examiner.

The record was ordered reopened last week by the commission for the taking of testimony concerning a purported 1956 *ex parte* contact made by WSPA-TV President Walter Brown. A 5-2 commission majority ruled that the rights of protestant Wilton Hall, president of ch. 40 WAIM-TV Anderson, S. C., were unduly restricted when the hearing examiner prohibited questions on the *ex parte* contact.

Mr. Brown admitted contacting Commissioner Rosel Hyde in September 1956 but said he did not discuss the merits. The examiner ruled out further questions on the ground the case was not before the FCC at the time because it was not remanded by the court until December of the same year.

Such a ruling, the commission said, places an unjustifiable restrictive interpretation on the term "adjudicatory status." Also, the FCC said, it is the commission's function to determine whether merits were discussed.

Another issue in the newly-ordered hearing concerns what role Mr. Brown played, if any, in influencing Sen. Strom Thurmond (D-S.C.) to write a letter regarding the case to former FCC Chairman George C. McConnaughey. The issues will be limited to these narrow areas, the commission stated.

Remanded Three Times ▪ The grant to WSPA-TV has been remanded to the commission three times by the court in a continuing legal fight. Last week's decision is the first time that official notice has been taken of the *ex parte* aspect, however. Last January, Hearing Examiners James Cunningham and Herbert Sharfman issued an initial decision which found Spartan qualified to hold a license but at the same time found the licensee misrepresented to the commission (BROADCASTING, Jan. 9).

Dr. Travell: Grip

Tv broadcasters setting up President's broadcast last Tuesday night found new figure involved in arrangements. This is Dr. Janet Travell, President's physician, who insisted on several changes in setup: inclusion of 3-4 inch platform under chair to bring President to proper height over desk; proper lighting and other details.

The misrepresentation concerned a move of the WSPA-TV transmitter to Paris Mountain from the originally authorized site on Hogback Mountain.

No ruling was made by the FCC last week on the examiners' recommendation that the grant of the move to Paris Mountain be set aside. Voting for the new hearing were Chairman Newton Minow and Commissioners Rosel Hyde, Robert Bartley, T. A. M. Craven and Frederick W. Ford. Dissenting were Commissioners Robert E. Lee and John S. Cross.

WHAS-TV tall tower would hurt uhf—FCC

Protection of two existing uhf stations from vhf competition was the reason given by the FCC last week for refusing to approve the plans of WHAS-TV Louisville (ch. 11) to build a 1,859-foot tower (BROADCASTING, July 10).

The proposed WHAS-TV tower would have been located 19 miles from Louisville and 58 miles from Lexington, Ky. —the home of WLEX-TV (ch. 18) and WKYT (TV) (ch. 27). The commission said that economic failure of the Lexington stations would do violence to the Sixth Report and Order and cause 61,336 persons to lose their only tv service. The commission added:

"The very real possibility that either or both Lexington stations would be forced off the air in the event of a grant to WHAS-TV makes it patently clear that violence, rather than observance, of the priorities of the Sixth Report would result. . . .

Movie men say FCC lacks pay tv power

Connecticut theatre owners told a federal court last week that the FCC has no power to approve any system of pay tv requiring a direct payment by the public.

That point was the first and most significant of five made by the Connecticut Committee Against Pay Tv in a brief submitted to the U.S. Court of Appeals for the District of Columbia. The theatre-backed committee is fighting the FCC's decision last February authorizing RKO General to try out the Phonevision system of pay tv for three years over WHCT (TV) Hartford, Conn. (BROADCASTING, Feb. 6).

The brief was submitted in behalf of the committee and also five area theatre owners (Stanley Warner Management Co., Loew's Inc., Connecticut Theatres, Manchester Drive-in Theatre Corp. and Out-Door Theatres Corp.).

Among other charges, the theatre group claimed that the FCC erred in:

- Finding that subscribers would not have to "purchase" special decoding equipment.
- Concluding that the arrangements between RKO General, licensee of WHCT (TV) Hartford, Conn., and Zenith and Teco does not impair the licensee's freedom. Zenith is the promoter of the Phonevision system of subscription tv; Teco holds the license on Phonevision from Zenith.
- Making the grant without knowing what programs would be telecast.

FCC reorganization bill passes the Senate

HOUSE VERSION HITS SNAG IN RULES COMMITTEE

The FCC-reorganization bill (S-2034) sailed through the Senate on a voice vote last week without an audible nay in its course.

Clouds of opposition had gathered in advance of the vote but were dissipated by floor amendments.

None of the changes, however, affect the substance of the bill, which was drafted in cooperation with the FCC and introduced by Sen. John O. Pastore (D-R. I.), as a substitute for the ill-fated Presidential reorganization plan.

The key provisions of permitting the commission to delegate adjudicatory functions to commissioners, employes or employe boards, and to exercise discretion in granting review, remain.

One amendment was offered by Sen. Pastore himself to satisfy the objections of Sens. Everett Dirksen (R-Ill.) and Frank Lausche (D-Ohio). It spells out the requirement that those to whom the commission delegates a review function must have qualifications at least equal to those of a hearing examiner.

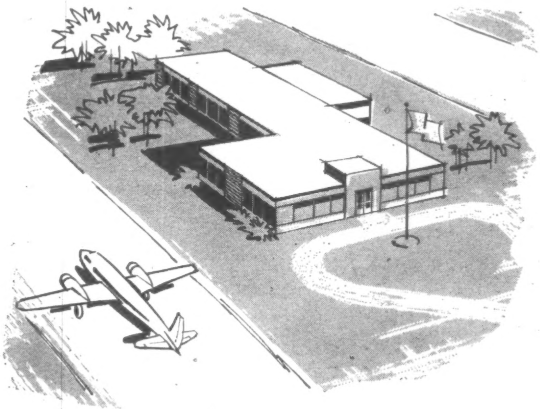
Two other amendments were offered by Sen. Dirksen. One specifies that the commission may not delegate a review matter to the same person who made the original decision. The other merely tightens up the language in a section dealing with *ex parte* matters.

On the ground . . .

"Thank you for forwarding to me your station's editorial in recognition of the superior manner in which a member of the Force carried out his duty on a recent occasion. The officer referred to in your release has been identified as Private Daniel D. Boccabella, and he has been commended by his supervisory official for the action taken. I am particularly pleased that you used your facilities to convey this act to the public. Your editorial will be forwarded for the information of Officer Boccabella and his Commanding Officer and placed in his personnel folder."*

ROBERT V. MURRAY, Chief of Police
Government of the District of Columbia

*Officer Boccabella rendered full assistance, including first aid, to a pedestrian who slipped on an icy street and injured himself. Boccabella used his own winter overcoat, gloves and hat to keep the victim warm and comfortable.



. . . and in the air

"I want to thank you for your editorial "Air Force Damage to Private Property." You are doing us a great service to bring this deplorable situation out in the open. We are faced with still another major problem: the danger and noise disturbance to our elementary school. Due to the construction of these runways, our school now finds itself midway between the centerline of the 2 runways in an area that will experience noise levels of over 100 decibels. The noise is so great that instruction is interrupted many times every day. We are appealing to our Congressman, Prince Georges County officials and the P.T.A. to relocate our school."

MRS. GRETCHEN KLEE

. . . the station that keeps people in mind

As a public servant, we believe in being of public service. That's why, several years ago, we were the first station in Washington—and one of the first in the nation—to express our views through the medium of the radio *editorial*.

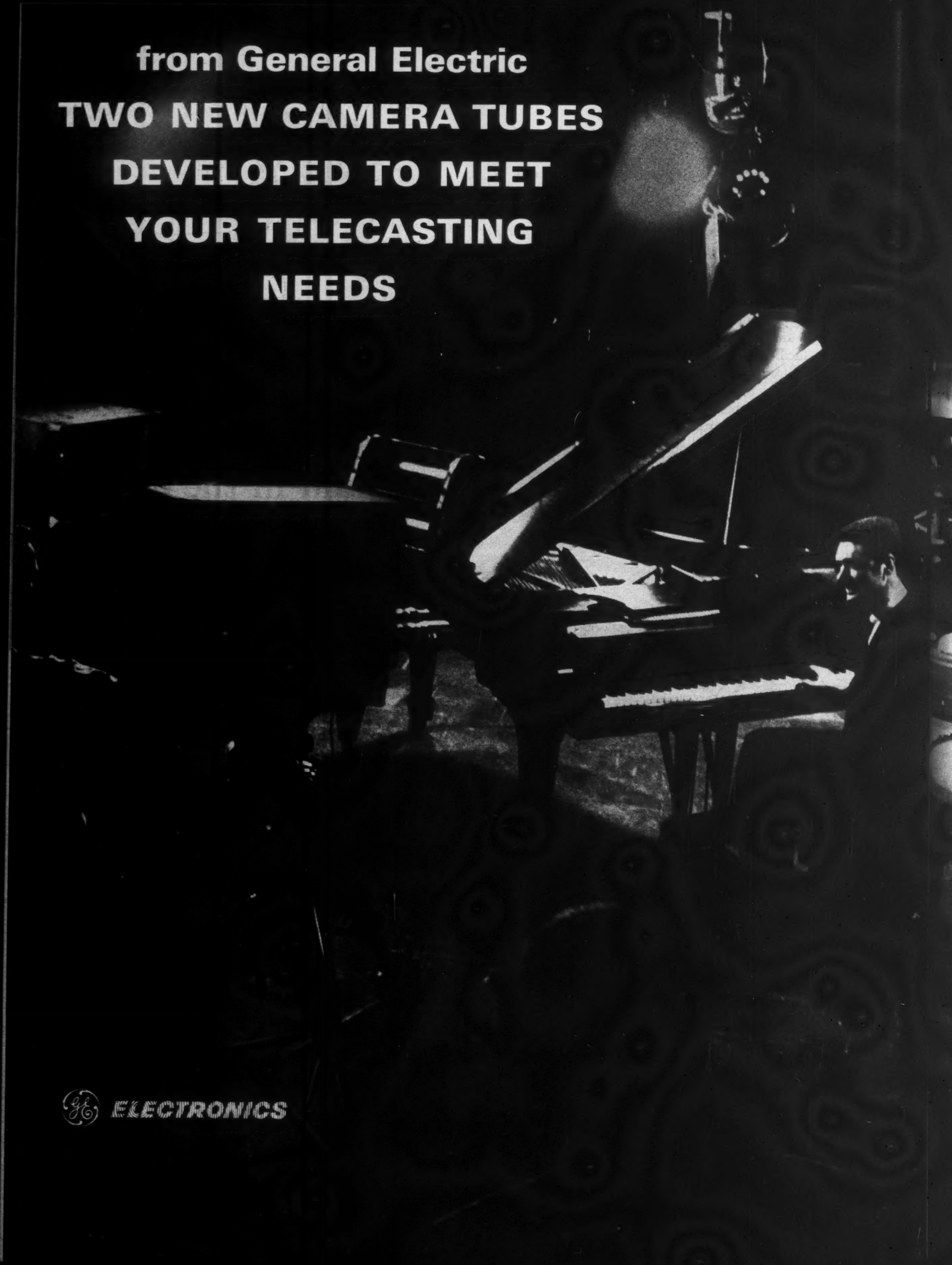
We don't pussyfoot. We speak out on all manner of subjects concerning our listeners and community—from praising a policeman to frowning at the Air Force. Controversial issues are grist for our mill—not because they are controversial, but because they are important. We may not be always right, but we call them as we see them—and we seem to have the respect of our public. They've made us far and away *first* in ratings.

The station that keeps *people* in mind? That's us—for you—in the rich Washington market.

WWDC *Radio Washington*

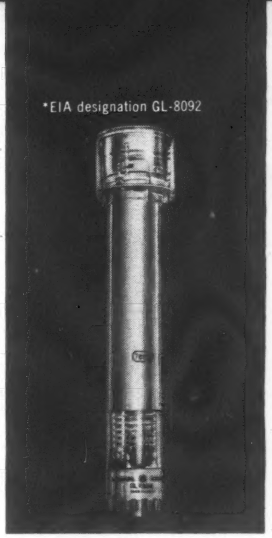
REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

And in growing Jacksonville, Fla.—it's WWDC-owned WMBR


from General Electric
TWO NEW CAMERA TUBES DEVELOPED TO MEET YOUR TELECASTING NEEDS
GE ELECTRONICS

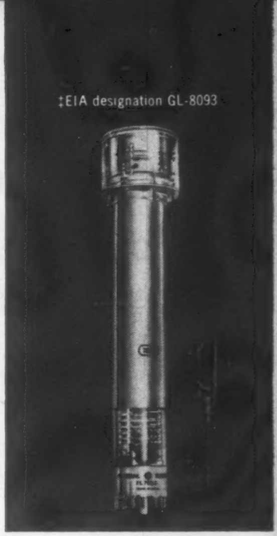
ZL-7802*

Supersensitive,
Large Dynamic Range,
Longer Life,
Very High Resolution,
Flatter Field,
Reduced
Beam-Bending,
No Orth Spot


*EIA designation GL-8092

ZL-7803‡

High
Signal-to-Noise
Ratio,
Improved
Definition,
Flatter Field,
Reduced
Beam-Bending,
No Orth Spot


‡EIA designation GL-8093

TV STATION-DESIGNED...

...for flexibility in your color and special telecast work

ZL-7802 represents a significant advance in image orthicon design. It will pay dividends every day in your studio and remote telecasting. A high-gain, thin-film semiconductor target is the key to ZL-7802 sensitivity and ability to handle wide ranges of scene illumination. This supersensitive target improves depth-of-focus, effectively reduces "stickiness," and permits pickup of dramatically lighted scenes with a minimum of set-up time. The thin-film target also provides excellent high-amplitude response, greatly reduces susceptibility to permanent burn-in damage, affords stable operation during life and eliminates raster burns.

The addition of a field mesh in the scanning section provides excellent landing, shading and dynamic match in color cameras using three image orthicons. Because of this field mesh, only simple adjustments are required and you save on set-up time.

ZL-7802 is interchangeable with the 7629, 7513, 7293, 7293A, 5820 and 5820A.

...for quality you require in critical video tape recording

ZL-7803 is specially designed for studio pickup service where you control lighting and demand high-quality performance. An improved target-mesh assembly assures you of a *high signal-to-noise ratio* (peak-to-peak signal vs. [RMS] noise —min.: 38, av.: 50). A special field-mesh in the scanning section enhances picture quality by providing sharp transition from black to white without spurious effect (white edges). This feature, by equalizing the decelerating field which the scanning beam encounters, causes the beam to strike the target in a more evenly perpendicular direction over the entire target area. This improves flatness of field and corner resolution . . . helps prevent distortion. The ZL-7803 will noticeably shorten your set-up time and reduce the need to compromise between sharpest focus and minimum background blemishes.

Now you don't have to use a costly color tube to achieve the quality you require in video taping. The ZL-7803 is competitively priced with standard camera tubes. Yet, the high signal-to-noise ratio provides premium video taping quality.

ZL-7803 is interchangeable with the 5820, 5820A, 7293, 7293A and 7513.

Try these new General Electric Image Orthicons in your own cameras. Put them on the tough jobs—for the ZL-7802, demanding special application, color, or low light-level work; for the ZL-7803, critical video taping or quality studio pickup service in black and white or color. You'll appreciate the way these tubes perform.

For additional information, call your General Electric industrial tube distributor or write for descriptive literature... ZL-7802 (ETR-2800) and ZL-7803 (ETR-2801)... to General Electric Company, Room 7249 B, Owensboro, Kentucky.

Progress Is Our Most Important Product

GENERAL ELECTRIC

Audience group finds tv 'mediocre'

OPINION LEADERS LIKE PROGRAMS, COMMERCIALS LESS THAN IN 1959

Television programming and commercials, with few exceptions, are rated as "mediocre" by so-called opinion leaders throughout the country.

This conclusion was reached by the National Audience Board last week from the results of a survey conducted by the board among its non-dues-paying membership. The board, a nonprofit organization representing civic, business, educational and cultural groups, conducted its study by distributing more than 20,000 questionnaires among these groups by mail and at meetings and conventions. More than 2,400 replies were received. The group works in conjunction with such organizations as the General Federation of Women's Clubs, the American Legion and the National Council of Churches.

The board stated that the size and status level of its sample, as well as the high proportion of homemakers represented (the sample is 82.8% female) should make the survey findings of "vital concern to virtually every tv advertiser in the country."

Survey respondents were asked to rate 10 categories of tv programs and 12 categories of commercials on a four-point scale: "excellent," "good," "fair" and "poor." Respondents also were asked to indicate, on an identical scale, how they felt they would have rated these same categories two years ago. In arriving at scores for categories of programs, the board applied a statistical weight for each scale.

The following are highlights of the findings:

- Today's programming scores less than 70% in 6 out of 10 categories, whereas only 4 out of 10 categories score below 70% in respondents' ratings of tv programming two years ago.
- Tv programming in three categories has dropped in quality in the past two years: drama, children's and variety shows.
- Programming in four categories—public affairs, mystery-detective-adventure, news-weather, and sports—rates higher today than they would have two years ago.
- Public affairs programming made the highest gain. Respondents give it an 80% score today; only 70% two years ago.
- News and weather programming scores highest of all categories with 88%; sports is second with 83% and public affairs is third with 80%.
- Lowest scores are for westerns: 48%.

A closer examination of the survey shows a sharp decline in ratings on dramatic programs. Twice as many respondents rate drama "poor" today as did two years ago (6.2% versus 3.1%) and only 39.1% rate it "good" as compared to 43.8% two years ago.

No Indignation ▪ Contrary to what might be expected, the board said, strong public concern over violence on tv is not borne out by the survey findings in the mystery-detective-adventure category. These programs are rated "excellent" by 17.4% of respondents while only 6.2% said they would have rated them "excellent" in 1959. But this category scores second highest in the "poor" ratings, with 28.1% of respondents indicating that judgment, as compared with 29.2% two years ago.

Westerns received the highest number of "poor" responses, both for programming today (36.1%) and that of two years ago (35.9%).

In the study on commercials, the board concluded that ratings were about the same today and in 1959 for 10 categories, while two classifications —beer and wine and cigarettes— dropped in ratings.

Auto commercials are rated the highest with a score of 68%, followed by foods (65%) and gasoline and oil (63%). Rated among the lowest are deodorants (43%), women's undergarments (43%), drugs (45%) and cosmetics (50%).

Questioned about network public service programming, the respondents said the top programs they "watched regularly" are *CBS Reports* (68.6%), *Chet Huntley Reporting* (62.9%) and *Twentieth Century* (54.3%). Asked to rate public service programs as "most outstanding," they chose *Chet Huntley Reporting* for the top ranking (38.9%), followed by *CBS Reports* (16.9%), *Twentieth Century* (11.5%), and 11 other programs.

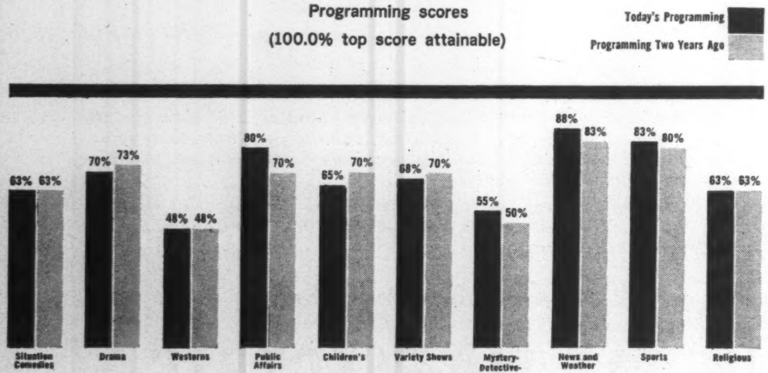
The results of the survey will be available for review and discussion at the "National Symposium on Freedom and Responsibility in Broadcasting," sponsored by the Northwestern U. Law School in Evanston, Ill., on Thursday and Friday (Aug. 3-4). Peter Goelet, president of the National Audience Board, will attend the seminar and make the study data open for roundtable discussion.

NATIONAL AUDIENCE BOARD

Community opinion-leader tv survey

Programming scores

(100.0% top score attainable)



NATIONAL AUDIENCE BOARD COMMUNITY OPINION-LEADER TV SURVEY

COMMERCIAL SCORES

(100% top score attainable)

CATEGORY	TODAY	TWO YEARS AGO
Autos	68%	68%
Beer & wine	55	58
Cigarettes	50	53
Cosmetics	50	50
Deodorants	43	43
Drugs	45	45
Foods	65	65
Gasoline & oil	63	63
Household soaps, detergents, cleansers	48	48
Shampoos, hair preparations	53	53
Toothpastes	53	53
Women's undergarments	43	43

Radio network for teenagers starts

A new concept in programming—a radio network for teenagers—has made its debut in the Washington area under the auspices of Milt Grant, a popular local air personality-turned program packager.

Participating in the new Teen Network are WPGC Morningside and WINX Rockville, both Maryland, and WAVA Arlington and WEEL Fairfax, both Virginia. All are suburban Washington facilities. Two other stations, according to Mr. Grant, are in the midst of negotiations which may bring them into the network next month.

The show, handled by Mr. Grant's own production firm, Milt Grant Productions, Washington, is sponsored on a package basis. Thus far 90% of the sponsorship has been assumed by advertisers who sponsored Mr. Grant's record hop show on Washington's WTTG (TV) before it was dropped three months ago when the station "changed its programming format."

The broadcasts, heard each Saturday and Sunday from 1 to 4 p.m., originate from various locales.

Though Mr. Grant was not specific, he said another major northeastern city is near accord on a Teen Network of its own—under his guidance. He said he hopes to have a number of other Teen Networks in operation by year's end, some incorporating television.

MGM-TV may expand international setup

There are strong indications that MGM-TV plans a major expansion of its international sales operation before the end of the year. Richard S. Harper, the film company's director of worldwide syndicated sales, returned to New York from a five-week trip through Europe, during which time he met with representatives of MGM International in England, Germany, Italy and France. Purpose of Mr. Harper's visit was to coordinate MGM's distribution and sales activities in European markets, and to strengthen the company's licensing of various MGM-TV properties with representatives of several national tv networks including Television Luxembourg and Tv Monte Carlo.

The trip was Mr. Harper's second overseas jaunt in the last nine months. He previously met with MGM International people and executives of national tv networks in Australia, Japan, The Philippines and Hong Kong.

On the domestic front Mr. Harper announced the sale of *The Passing Parade,* MGM-TV's package of 69 short subjects, to WPIX (TV) New York. The short subjects have been sold in 22 markets including two Canadian stations, CFTO-TV Toronto, and CKCO-TV Kitchener, Ont.

PUBLICISTS EXPAND

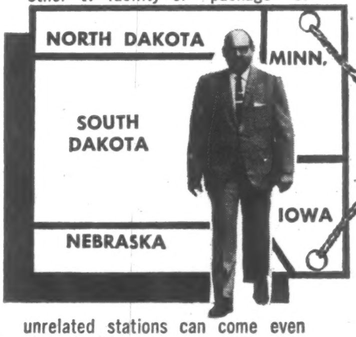
Union reports organizing 40 agencies, free-lancers

The Publicists Assn., Hollywood Local 818, IATSE, "now has, or is in the process of writing, some 40-odd agreements with the agencies and free lance publicity offices in the Los Angeles area," Lloyd Ritchie, business representative of the local, has notified its membership in an informational bulletin dated July 21.

For the past several years, the local "has expended considerable time and effort in establishing minimum salaries and working conditions for publicists in the agency field of the entertainment industry," Mr. Ritchie states. "The first

KELO-LAND

is a 103-county market. We have engineered KELO-LAND TV coverage to blanket all 103 counties. No other tv facility or "package" of



unrelated stations can come even close to it!

ONE BUY! ONE RATE CARD! ONE FILM ORIGINATION GETS YOU ALL KELO-LAND SIMULTANEOUSLY!

MAJOR MARKET

TIE IT UP TIGHT WITH ONE BUY!

KELOLAND tv

KELO-tv SIOUX FALLS and boosters

KDLO-tv Aberdeen, Huron, Watertown • KPLO-tv Pierre, Valentine, Chamberlain

JOE FLOYD, Pres.; Evans Nord, Gen. Mgr.; Larry Bentson, Vice-Pres.

Represented by H-R *In Minneapolis by Wayne Evans & Associates*

CBS • ABC

KELO-LAND TV GIVES YOU:

15% more viewers than the highest rated Omaha station.

35% more viewers than the highest rated Des Moines station.

94% more viewers than the highest rated North Dakota station.

24% more viewers than the highest rated Duluth-Superior station.

Source: ARB Audience Reports March 1961, average quarter-hour homes reached Sunday thru Saturday 9 a.m. to midnight

contract between the association and a publicity agency was signed in July of 1956. It was not until last week, however, that the first contract between the Publicists Assn. and a national advertising agency (Young & Rubicam) was ratified by our executive board.

"With the signing of this agreement, the association has firmly established the union shop principle in this rapidly growing field of employment and has established minimum salary rates which are identical to those in motion picture production . . ."

Originally composed almost entirely of studio publicists employed by the motion picture production companies, Local 818 today also represents the staff publicists at CBS. (ABC and NBC publicity staffers are members of NABET.) With the growth of tv and the increase in the number of tv filmed programs being produced in Hollywood, much of the publicizing of the tv films was being done by independent publicity firms instead of studio publicists, the union noted, so it began an organizational drive among these firms, with the result that most of them now have agreements requiring membership in the Publicists Assn. for all employees who need entry to the film studios in their tv program publicity work.

About a year ago, Local 818 began an organizing drive for publicists at the advertising agencies. Young & Rubicam is the first to sign such an agreement, covering two employes with four-year contracts starting at the senior publicist's rate of $245 a week, with an additional 5% to be added next January. J. Walter Thompson Co. and BBDO have discontinued their program publicity activities. These presumably will be taken over by independent publicity organizations which already have agreements with the Publicists Assn.

Program publicists working directly for advertisers, like Frances Scully of Lever Brothers and Joseph Santley Jr. of Liggett & Myers, will also be expected to become members of Local 818, Mr. Ritchie said.

GAC-TV re-formed to develop tv programs

SHARPE HEADS TALENT AGENCY'S EXPLOITATION UNIT

General Artists Corp., New York, the nation's third largest talent agency, has reactivated GAC-TV to compete more closely with the Music Corp. of America and the William Morris Agency (the two front-running talent companies) in the development and preparation of television programs.

The strategy on the part of GAC was revealed last week by Don W. Sharpe, who was appointed president of GAC-TV. Mr. Sharpe believes the "time is ripe" for another organization with a variety of talent at its disposal to prepare tv programs for networks and sponsors.

Mr. Sharpe explained that GAC-TV's role will be to "initiate an idea for a program, develop a format and perhaps make a pilot with one of the stars it has under contract." GAC-TV will serve as sales agent for a projected series or program specials and present them to networks, advertisers and agencies. Unlike MCA-TV, which produces programs through its subsidiary, Revue Productions, GAC-TV has no plans at present to handle its own production.

"The chances are that once we have developed a project and sold it to a network, sponsor or agency, we will turn the property over to a star's production company or help him start a company if he doesn't have one," Mr. Sharpe said.

Mr. Sharpe was named to his post last week by Herbert J. Siegel, board chairman of GAC. Mr. Sharpe has been an independent radio-tv producer and agent for 20 years, and has produced or represented more than 20 tv program series, including *I Love Lucy, Four-Star Playhouse, Douglas Fairbanks Presents, Desilu Playhouse* and *Peter Gunn.*

GAC-TV was named two weeks ago as sales agent for Desilu Productions (BROADCASTING, July 24). Mr. Sharpe indicated that GAC-TV would represent other production organizations but none has been signed as yet.

Mr. Sharpe said he was "hopeful" that by January, GAC-TV will have about 25 properties in various stages of development. He declined to name any immediate projects but said programs would "run the gamut of the entertainment spectrum with film, live and tape shows covering drama, music-variety, comedy and other types." The accent, he said, would be on live programs at the outset.

Among the performers handled by GAC are Fabian, Paul Anka, Connie Francis, Nat "King" Cole, Sidney Poitier, Jackie Gleason and Lee J. Cobb.

New name for Niles firm

Fred A. Niles Productions Inc., Chicago and Hollywood, has changed its name to Fred Niles Communications Centers. President Fred Niles, expecting $3.5 million volume this year, said the name change more accurately describes the outfit's diversification in the fields of tv, industrial films, live "business theatre" presentations and other business development services.

COLORCASTING

Here are the next 10 days of network color shows (all times are EDT).

NBC-TV

July 31, Aug. 1-4, 7-9 (10:30-11 a.m.) **Play Your Hunch,** part.

July 31, Aug. 1-4, 7-9 (11-11:30 a.m.) **The Price Is Right,** part.

July 31, Aug. 1-4, 7-9 (12:30-12:55 p.m.) **It Could Be You,** part.

July 31, Aug. 1-4, 7-9 (2-2:30 p.m.) **The Jan Murray Show,** part.

July 31 (2:45 p.m. to conclusion) **31st All-Star Baseball Game,** Gillette through Maxon, Chrysler through Leo Burnett.

July 31, Aug. 1-4, 7-9 (11:15 p.m.-1 a.m.) **The Jack Paar Show,** part.

July 31, Aug. 7 (9:30-10 p.m.) **Concentration,** P. Lorillard through Lennen & Newell.

Aug. 2, 9 (8:30-9 p.m.) **The Price Is Right,** Lever through Ogilvy, Benson & Mather, Speidel through Norman, Craig & Kummel.

Aug. 2 (10-10:30 p.m.) **It Could Be You,** Procter & Gamble through Benton & Bowles.

Aug. 3 (9:30-10 p.m.) **Great Ghost Tales,** Ford through J. Walter Thompson.

Aug. 4 (8:30-9 p.m.) **Five Star Jubilee,** Massey-Ferguson through Needham, Louis & Brorby.

Aug. 5 (9:30-10 a.m.) **Pip The Piper.** General Mills through Dancer-Fitzgerald-Sample.

Aug. 5 (10-10:30 a.m.) **The Shari Lewis Show,** Nabisco through Kenyon & Eckhardt.

Aug. 5 (10:30-11 a.m.) **King Leonardo and His Short Subjects,** General Mills through Dancer-Fitzgerald-Sample.

Aug. 5 (7:30-8:30 p.m.) **Bonanza,** RCA through J. Walter Thompson.

Aug. 6 (6-6:30 p.m.) **Meet the Press,** co-op.

Aug. 6 (7-8 p.m.) **The Shirley Temple Show,** Nabisco through Kenyon & Eckhardt.

Aug. 6 (9-10 p.m.) **The NBC Mystery Theatre,** Dumas-Milner through Gordon Best.

Aug. 9 (10-11 p.m.) **The Jimmy Durante Show,** Brewers Assn. through J. Walter Thompson.

Record lineup claimed for 'Digest' series

What was described as the largest station lineup ever to carry a regularly scheduled program series was slated to broadcast the premiere of *All America Wants to Know* yesterday (July 30).

The monthly half-hour public service series for both radio and tv, produced by *Reader's Digest* at no cost to stations, is being carried on tape on 1,016 radio stations in 50 states and on film on 144 tv outlets in 45 states.

Three one-minute breaks during each program are available for local sale, public service announcements or station promotion spots. The *Digest* itself will have no commercials as such during the programs, but will identify its role as producer and use visual promotions on television for the magazine at the beginning and end of each program.

Adlai Stevenson set for ABC series

In step with the Kennedy administration's pattern of making the most effective use of television in explaining its policies, problems and progress to the American public, Adlai Stevenson, head of the U. S. Mission to the United Nations, will be featured in a half-hour report on ABC-TV on alternate Sundays, 3-3:30 p.m., starting Oct. 1. A sponsor for the series of 13 *Adlai Stevenson Reports* programs is being sought by the network.

To be produced by Arnold Michaelis and Stanley Frankel in association with ABC-TV, the series will feature Mr. Michaelis in conversations with Mr. Stevenson and his guests, including heads of state and other foreign and U. S. officials, as well as key figures from other fields. Mr. Stevenson said "There is certainly little doubt that television at its best can add a dimension to the appreciation of almost any of the great problems and issues of the day. We of the U. S. Mission are hopeful that the ABC series will provide a new insight into the workings of the U.N."

Film sales...

The Beachcomber (Filmaster): Sold to American Stores Inc. for showing in Philadelphia, Baltimore, Wilkes-Barre, Pa., and Syracuse through Gray & Rogers Adv. Also purchasing was Streitmann Biscuit Co. for showing in Nashville, Tenn., Roanoke, Va., Orlando, Fla., Bristol, Va., Clarksburg, W. Va., and Birmingham, Ala., all through Ralph H. Jones Co., Cincinnati.

Pre-1948 feature films (MGM-TV): Sold to 12-station French-language television network of Canadian Broadcasting Corp.: CKCO-TV Kitchener, Ont.; CFTO-TV Toronto, and CFCY-TV Charlottetown, Prince Edward Island.

Ripcord (Ziv-UA): Sold to Mick-or-Mack Stores; WNBC-TV New York; WSLS-TV Roanoke, Va.; KOIN-TV Portland, Ore.; WTAE (TV) Pittsburgh, KVOS-TV Bellingham, Wash.; Lincoln Income Life Insurance Co. for KWTV (TV) Oklahoma City; WKYT (TV) Lexington, Ky., and, alternating with Brown & Williamson on WHAS-TV Louisville; Savannah Sugar Refining for WSB-TV Atlanta, WITN (TV) Greenville-Washington, N. C., and WSJS-TV Winston-Salem, N. C.; Strietmann Biscuit Co. for WKYT (TV) Lexington; Franklin Furniture and La Gondola Foods for WSYR-TV Syracuse, and Ellison Bakery for WKYG-TV. Now in more than 100 markets.

King of Diamonds (Ziv-UA): Sold to Jackson Brewing Co. for KGNC-TV Amarillo and WAFB-TV Baton Rouge; Fels and Co. for alternate week sponsorship on WXEX-TV Richmond, Va.; WBRE-TV Wilkes-Barre, and WNEM-TV Saginaw-Bay City, Mich., and to Kroger Co. for KSLA (TV) Shreveport, La.; WJW-TV Cleveland, and WFMJ-TV Youngstown. Also sold to Acme Building Supply for WTOK-TV Meridian, Miss.; G. D. Reddick Inc. for WFMY-TV Greensboro, N. C.; Du-Kane Supply Co. for WIIC (TV) Pittsburgh; Stag Beer for WTVP (TV) Decatur, Ill.; International Harvester for KFBC-TV Cheyenne, and Strietmann Biscuit for WTVN (TV) Columbus, Ohio. Stations signed are: KGO-TV San Francisco; WJAR-TV Providence; WMCT (TV) Memphis; WINK-TV Ft. Myers, Fla.; KHSL-TV Chico-Redding, Calif.; KOLO-TV Reno; KOLN-TV Lincoln, Neb.; WEHT (TV) Evansville, Ind.; WTVH (TV) Peoria; and WSFA-TV Montgomery, Ala. Now in 171 markets.

Bozo the Clown (Jayark Films Corp.): Sold to WKBT (TV) La Crosse, Wis. Now on 199 stations.

Big Time Wrestling (Barnet-Doyle, Indianapolis): Sold to KGW-TV Port-

WHAT!
the new KAKC
FIRST AGAIN!
That makes
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Yes sir, and to top it off, advertisers who use the new KAKC are selling like never before because the new KAKC is not only the "Quality" station in the Tulsa market but also the "Quantity" station. Yes, you get the best of everything when you use the new KAKC. It's the best "IMAGE BUY" in Tulsa and Northeastern Oklahoma, too. It's been that way quite awhile . . . and we intend to keep it that way.

**According to Hooper and Pulse.*

Hi, I'm K. A. Casey . . . offering you the best radio "buy" in Tulsa. Why not call your Adam Young representative and see for yourself.

FIRST IN TULSA

the new KAKC Dial 970

A Public Radio Corp. STATION

KIOA DES MOINES | KBEA/KBEY-FM KANSAS CITY | KAKC TULSA

ABC-TV newsman risks life for POWs

Jack Begon (l), ABC-TV newsman who accompanied French Foreign Legion troops during the recent fighting in Bizerte, found himself in dead center of one skirmish. Here he talks to a French paratrooper, while three Tunisian prisoners stand by at right. The Tunisians were engaged in street fighting with French paratroopers when they attempted to surrender to AP photographer Joseph Babout. The French troops threatened to shoot the three men, so Mr. Begon shielded them with his body until assured that they would be treated as prisoners of war.

land, Ore.; WTVW (TV) Evansville, Ind.; WMT-TV Cedar Rapids, Iowa, and KSL-TV Salt Lake City. Now in 20 markets.

Films of the 50's Vol. II (Seven Arts Associated): Sold to WGN-TV Chicago. Now in 28 markets.

A Way Of Thinking (Banner Films): Sold to KOMO-TV Seattle; WOW-TV Omaha; KRLD-TV Dallas; WTMJ-TV Milwaukee; KPRC-TV Houston; WAVE-TV Louisville; WWL-TV New Orleans; WBTV (TV) Charlotte, N.C., and WEAR-TV Pensacola. Now in 20 markets.

Looney Tunes Cartoons (Seven Arts Associated): Sold to WHEN-TV Syracuse, N.Y.; WGAL-TV Lancaster, Pa., and KBMT (TV) Beaumont, Tex.

Debbie Drake Show (Banner Films): Sold to Stop & Shop Supermarkets and Top Value Stamps for WPRO-TV Providence; WHDH-TV Boston, and WTIC-TV Hartford. Now in 72 markets.

Aquanauts off-network programs (Ziv-UA): Sold to WNEW-TV New York; WGN-TV Chicago; KGO-TV San Francisco; WTTG (TV) Washington, D. C.; KMSP-TV Minneapolis; WBAP-TV Dallas-Ft. Worth, and WOAI-TV San Antonio.

Films of the 50's, Vol. 1 and 11 (Seven Arts Associated): Sold to KING-TV Seattle.

10 *Special Features* (Seven Arts Associated): Sold to KTBC-TV Austin and KRGV-TV Weslaco, both Tex.

2 *Special Features* (Seven Arts Associated): Sold to KOGO-TV San Diego.

Fountainhead to handle W-S sales regionally

Sterling Television Co., New York, has formed a new distribution organization, Fountainhead International Inc., to market tv specials produced by Wolper-Sterling Productions Inc. Fountainhead's initial purpose is to handle regional sales of the Wolper-Sterling output.

Saul J. Turell, Sterling president, announced that if conditions warrant, Fountainhead may draw specific sales assignments in other fields also. Regional selling, he noted, presents a unique set of marketing problems for the tv packager. Wolper-Sterling Productions, an affiliate of Sterling Television, which owns 50%, was formed last year and has grossed approximately $750,000 in its first 12 months of operations, according to authorities.

Agricultural reporting service made available

The formation of Washington Farm Broadcasters, an agricultural reporting service providing packaged tape programming and spot-feature coverage for radio stations, was announced last week.

Partners in the new firm are John F. Lewis, president of John F. Lewis Assoc., an agricultural information and analysis firm, and producer of *Farm Review,* heard each weekend on NBC Radio, and Claude A. Mahoney, Washington farm editor for the Mutual Network.

The firm will provide a wide variety of tape and "beeper" coverage programming pertinent to agriculture in addition to material available from the U. S. Dept. of Agriculture.

Washington Farm Broadcasters headquarters in the Homer Building, 601 13th St., N.W., Washington, D. C. Telephone: District 7-5506.

'We won't do it again, folks'

Executives of CBS News and NBC News acknowledged last week they may have confused viewers when they ran a day-old tape of Commander Alan B. Shepard talking with Capt. Virgil Grissom during their live tv coverage of Capt. Grissom's flight into space on July 21. The tape was an "exact simulation" of this part of the space flight but was shot at a rehearsal during the previous day.

Through both CBS-TV and NBC-TV carried brief announcements that the tape portion was an "exact simulation," network news officials said they realized that some viewers were confused.

A spokesman for NBC News said he doubted the network would integrate simulated or prepared tape with live tv in the future except in rare instances and, if it did, it would carry several explanations during the telecast. A spokesman for CBS News conceded he was "not satisfied that we did everything humanly possible" to avoid confusion in the Grissom-Shepard episode, and said steps would be taken in the future to prevent a repetition of the incident.

TAC signs first tv station subscribers

WEST COAST OUTLETS JOIN DURING PROGRAM HUNT

Six west coast tv stations have signed as the initial member subscribers of the recently-formed Television Affiliates Corp., New York, which will make locally produced cultural, informational and educational television programs available to members, Richard Carlton, TAC executive vice president revealed last week.

Mr. Carlton said more than 30 programs have been submitted to TAC by stations for incorporation in the organization's library. TAC hopes to have at least 100 programs ready for release to member stations by Jan. 1, 1962, when distribution begins.

The charter stations were signed up two weeks ago by Robert Weisberg, vice president of TAC, who reported he had made a business trip to the West Coast primarily to obtain programming. He said station officials there expressed "such enthusiasm" that many asked to sign as members. The first outlet to sign as a TAC member was KTTV (TV) Los Angeles, and others who joined shortly thereafter were KRON-TV San Francisco, KOGO-TV San Diego, KOIN-TV Portland, KOMO-TV Seattle and KCRA-TV Sacramento.

First Come, First Signed ▪ Inquiries have been coming into TAC's headquarters in New York since last month when the company was organized, according to Mr. Weisberg. He stressed that TAC has not tried to sign up members in the interim period, since it had been concentrating on procuring programs. In the future, he said, stations will be enrolled on a "first-come" basis. He said there have been instances of two or more stations in a market desiring affiliation.

Annual membership fees in TAC range from $1,750 for smaller markets up to $20,000 for top markets. Stations which provide TAC with programming need not be member stations. They will receive payment from TAC depending on the length of the program they provide, the number of performances it receives and the size of the market in which it is carried. TAC, a subsidiary of Trans-Lux Corp., will receive a management service fee of about 17½%.

Mr. Weisberg reported that programs already submitted to TAC cover a wide range of topics, including medical advances, national defense, progress in sciences and technology and community art projects.

A broadcast advisory committee works with TAC in setting up program standards and in establishing pricing policies. The committee consists of Richard Borel, director of tv, WBNS-TV Columbus and chairman of the CBS-TV Network Affiliates Assn.; Eldon Campbell, vice president and general manager, WFBM-TV Indianapolis; Roger Clipp, vice president and general manager, radio-tv division, Triangle Publications, Philadelphia; Jack Harris, vice president and general manager, KPRC-TV Houston; David Moore, president, Transcontinent Television Corp.; A. Louis Read, vice president and general manager, WDSU-TV New Orleans, and Norman Louvau, president and general manager, KCPX-TV Salt Lake City.

Program notes...

Presented jointly ▪ Dahlia Ltd. will produce, and ABC-TV Films will distribute, a series of 65 quarter-hours of filmed beauty and fashion programs starring Arlene Dahl, with rights to be held jointly by the syndicator and the production company, owned by Miss Dahl. In announcing the series, which will be completed by the end of the year and ready for use during the coming season, Henry Plitt, president of ABC-TV Films, said that the programs are being made for twice-weekly broadcast, but are so designed that they can be turned into a five-minute daily strip if the stations prefer. He estimated that Dahlia's portion of the proceeds would exceed $225,000.

Return of 'Macbeth' ▪ The two-hour color film production of "Macbeth," televised on *Hallmark Hall of Fame* by NBC-TV last November will be repeated on the network and again sponsored by Hallmark on Oct. 20, 8:30-10:30 p.m. (CLOSED CIRCUIT, July 10). The show, which won five Emmy awards, also is being shown in foreign art theatres in an effort by the producers to recoup its more than $500,000 production cost. The repeat tv showing in this country, however, rules out any near future attempt to show the play in domestic movie houses.

New film house ▪ Tele-Video Productions Inc., N. Y., a motion picture production firm, specializing in films for tv, as well as tv commercials, has been formed. Address is 316 W. 57th St.

Wolper engaged ▪ David Wolper has signed a $2 million deal with Ziv-United Artists to produce a series of 39 "documantics," half-hour dramatizations of the life stories of prominent people, with the individual portraying himself.

HOTTE$T ADULT SHOW ON RADIO

CARLTON FREDERICKS'
"LIVING SHOULD BE FUN"

America's Foremost Nutritionist
Carlton Fredericks, Ph.D.

Attracts, holds adult audiences. Attracts, holds top advertisers, national and regional. Five 25-minute shows per week, offered exclusively on a one-station-per-market basis. Over 15 years record of successful, award-winning broadcasting!

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WGGO
Salamanca, N. Y.
KTHS
Little Rock, Ark
KWKH
Shreveport, La.
WAAP Peoria, Ill.
WJMJ
Philadelphia, Pa.
KGON
Portland, Oregon
WHAM
Rochester, N. Y.
WIBX Utica, N. Y.
WKYW
Louisville, Ky.
WNAC
Boston, Mass.
KABC
Los Angeles, Calif.
WPAZ
Pottstown, Pa.
WDVH
Gainesville, Fla.
WTUX
Wilmington, Del.
WMNE
Menomonie, Wis.
WBEC
Pittsfield, Mass.
KLZ Denver, Colo.

WMTN
Morristown, Tenn.
WCAT Orange, Mass.
KGB San Diego, Calif.
KFH
Wichita, Kansas
WWVA
Wheeling, W. Va.
WLAV
Grand Rapids, Mich.
WRTA Altoona, Pa.
WJOY
Burlington, Vt.
WFLA Tampa, Fla.
WAQE
Baltimore, Md.
WGH-FM, Norfolk, Va.
WYCA, Hammond, Ind.
KUZN, Monroe, La.
WMFP
Ft. Lauderdale, Fla.
WVMC Mt. Carmel, Ill.
KPHO Phoenix, Ariz.
WRAM
Monmouth, Ill.
WWOL Buffalo, N. Y.
WMUZ Detroit, Mich.
WRUL
World-Wide Bd'csting
WGAC Augusta, Ga.
KBMO Benson, Minn.
KMEO Omaha, Neb.
KVER
Clovis, New Mexico
WJWL
Georgetown, Del.
WMOA
Marietta, Ohio
WNAX
Yankton, S. D.
KFAX
San Francisco, Calif.
WHAY Hartford, Conn.

MOVE TO LONGER PROGRAMS

Canadian proposal on radio ads would discourage fragmentation of programs into shorter periods

Proposed changes in Canadian broadcasting regulations would encourage a return of unbroken programming to radio by permitting commercials to be lumped together.

The new regulations proposed for am and fm broadcasting, announced by the Board of Broadcast Governors, will be discussed at public hearings of the board beginning Aug. 22 in Ottawa. The current regulations were put into effect before the board was created as a national regulatory body in 1958.

The board's proposals stipulate only that the time devoted to commercials shall not exceed 20% of total broadcasting time between 6 a.m. and midnight, and that total advertising time shall not exceed 30% of any clock hour. At present, radio stations are limited to five spot advertisements during any 15-minute period—a regulation which has led to fragmentation of programs by commercials.

"We intend to send a directive to stations urging, but not forcing, them to leave two hours a day clear of ads except at quarter-hour intervals. It is more or less an experiment to see whether advertisers will sponsor such programs and whether people will listen," a board spokesman was quoted as saying.

Radio stations would not be required to carry a minimum proportion of programs of Canadian origin, as tv stations are required under BBG rules. However, radio stations would have to file annual reports showing how they have "promoted and ensured the greater use of Canadian talent" during the previous year.

Network regulations, similar to those in force for tv, would require radio networks and their affiliate stations to sign formal affiliation agreements and file them with the board within 30 days of signing. No station would be permitted to enter into an affiliation agreement with more than one network or with a non-Canadian network.

The board looked forward to a time when it might grant permission to a private radio network to begin operations in Canada in competition with the CBC. However, there is little likelihood of a new network for radio in the near future, due primarily to lack of available money.

Under the proposed regulations, no advertising would be permitted in the body of a newscast, including the time between an introductory summary of the news and the detailed reports.

Bringing radio into line with tv on beer and wine advertising, the proposed regulations state that in provinces where such advertising is permitted, breweries and wineries may sponsor programs of not less than 10 minutes duration. Sponsorship announcements—the only form of advertising which would be permitted—would be allowed only at the beginning or end of each program unless the program were more than 10 minutes in length, when the name of sponsor might be introduced at 15-minute intervals. Program format, form of sponsorship announcement and continuity would have to be approved in advance of broadcast by a board representative.

The hearing opening Aug. 22 will be the second comprehensive hearing the board has held into radio regulations. The first, in 1959, left regulations basically unchanged.

Persons who want to make representations at the hearings should file written briefs with the Secretary of the Board by Aug. 12. Ten copies of each brief are required.

CBC-TV fall lineup has 15 new shows

The Canadian Broadcasting Corp. has announced details of its fall and winter English-language tv schedule, including nine new Canadian program series.

The new American series beginning over CBC in the fall include *Bonanza,* whose star Lorne Greene is Canadian (9 p.m. Sun.), *The Garry Moore Show* (8 p.m. Tue.), *Fasten Your Seat Belts* (9 p.m. Mon.), *Hazel* (8.30 p.m. Thur.), *Car 54* (8:30 p.m. Fri) and *The Defenders* (9 p.m. Thurs.) CBC has rights to pre-release in Canada for all these programs except *Bonanza,* which will appear simultaneously with its U.S. release.

Some public affairs programs will be moved into prime evening time, among them *CBC Newsmagazine,* switching from 5 p.m. Sunday to 10 p.m. Wednesday. The time devoted to in-school educational programs will increase from 13 to 58 half-hour broadcasts on the national network.

For the first time, CBC coast-to-coast network will carry National Football League games on *World of Sports* in co-operation with CBS.

The new Canadian network shows will include the musical *Tommy Ambrose Show* (9 p.m. Fri.); *Mademoiselle de Paris* (2:30 p.m. Wed.), carrying tours and interviews from Paris and directed towards women; *Playdate* (8 p.m. Wed.), hour-long Canadian productions of plays by top Canadian and U.S. writers; *Concert* (3 p.m. Sun., beginning Dec. 31), classical music; *Almanac* (5 p.m. Sun., also beginning Dec. 31), outside broadcasts; *The Lively Arts* (10:30 p.m. Tues.), 20-week series on the arts; *Ensemble* (3 p.m. Fri), semi-classical music; *Discovery* (5 p.m. Sun.), a semi-documentary series; *Canada at War* (10 p.m. Tues.), a history using official film footage to appear over 13 weeks early in 1962.

CTV reports policy on CBC affiliates

CTV, Canada's new private tv network, has reiterated its stand that it has a right to use CBC network stations outside reserved time, in cases where sponsors want to extend coverage beyond the eight CTV members. It added, however, that it intends to do nothing to interfere with CBC's present relations with affiliates.

The CTV statement, aimed primarily at advertisers and agencies, follows a warning by CBC President Alphonse Ouimet that any move to split the CBC network in this way could prove disastrous to Canadian broadcasting in the long run. CBC affiliates may not join another network without consent.

In its new statement, CTV pointed out that until its microwave link is completed—a matter of 18 months or more from now—it can supply CBC affiliates only with programs on film or videotape. And—apparently distinguishing between such a service and network affiliation—CTV pointed out that according to section 14.5 of the broadcast regulations, no station shall be prohibited from broadcasting programs supplied by any person in broadcast time other than reserved time.

NBC unit to produce live Canadian tv fare

NBC, operating through its subsidiary, NBC Canada Ltd., has organized a tv production unit in Toronto. The new unit will deal exclusively with development and production of live tv programs for Canadian viewers.

Roger Muir and Robert Nicholson were named as executive producers of the first programs, which will soon be offered to the Canadian networks and stations.

Motorola introduces 23-inch color tube

SEEKS MANUFACTURER FOR SHORT-NECKED PRODUCT

Motorola Inc. last week showed a 23-inch, 90-degree rectangular color picture tube and said it was ready for mass production.

The company expressed the hope that tube manufacturers would become interested in making the tube. Motorola is a radio-tv receiver manufacturer and does not make picture tubes.

The announcement was greeted with some scepticism by RCA.

Edward R. Taylor, executive vice president of Motorola, told a New York news conference that "for years tube makers have told us that a wide angle, short-necked color tube was several years away, if ever. Well, here it is today.' He said the working prototype color tube, which had its first public showing in New York, climaxed a "night-and-day" effort that began two months ago.

The significance of the Motorola-developed color tube is its shorter and "less bulky" size than color tubes used in receivers currently marketed. The Motorola tube is five inches shorter than RCA's 21-inch 70 degree round color tube, which is used in all color sets now on the market. Motorola executives expressed the opinion that it's chiefly the large size of today's color sets that is holding back color set sales. The prototype tube shown was housed in a modern Drexel cabinet of a size similar to those used for conventional black and white tv receivers.

Color By Summer ▪ Mr. Taylor, who expressed the hope that Motorola would be able to introduce a complete line of color tv receivers next summer, said Motorola had spent nearly $100,000 to prove its prototype tube could be developed. "This money will not have to be spent again by anyone in the industry to get the basic answer to the question." He said "it is reasonable to expect tube makers to pick up the ball and run with it the rest of the way."

He said Motorola will not go into the manufacture of picture tubes, and will share its technical findings with the industry. Mr. Taylor predicted cost of receivers using the new wide angle tube would be "comparable" to the price range presently available.

W. Walter Watts, group executive vice president, RCA, issued a statement on RCA's position in reference to the Motorola development. Mr. Watts said:

"Over the years, there have been a number of announcements made regarding the development of color television tubes. However, there is today only one color television tube on the market and that is the three-gun shadow mask tube manufactured by RCA.

"This tube produces an outstanding color picture. Primarily because of its performance, practically every major manufacturer has announced plans to market color receivers this year.

"We are, of course, interested in any developments in this field. We have experimented with a number of different color tubes including 23-inch rectangular types but the color tube currently in use is the only one that meets our rigid standards."

Mr. Watts concluded that RCA would be happy to evaluate the Motorola color tube, but, "as a practical matter, it has been our experience that it would take several years for a manufacturer to get a new tube to the market place in any quantity."

Technical topics...

New manufacturer ▪ Now in the process of selecting distributors and manufacturer representatives, the newly formed Comrex Corp. has announced three models of wireless microphones as its first products. Subsequent products will include different types of high frequency and transistorized communications equipment for both commercial and consumer use. Information may be obtained by writing the company at box 51 ,Sudbury, Mass.

New occupant ▪ Raytheon Co. has agreed to lease the building formerly occupied by CBS Electronics in North Windham, Me., and has arranged to purchase the plant's specialized machinery from CBS. The new firm will employ about 100 people, mostly women, in assembling tube mounts for television sets.

Rep named ▪ Stoklos Sales Co., Pacific Palisades, Calif., named sales representative by Electronic Applications, Stamford, Conn., in Arizona, California, and Nevada for AKG, EMT and Nagra. Electronic Applications Inc., imports headphones and microphones for mono and stereo applications from AKG of Vienna, Austria; studio turntables and high-precision electrical equipment from EMT, West Germany; and battery-powered Nagra professional tape recorders from Nagra, of Lausanne, Switzerland.

Groundbreaking ▪ Ground has been broken for Prodelin Inc.'s new plant in Millstone Township, N. J. The firm designs and manufactures antennas and transmission line systems. The 60,000 square foot facility has a scheduled completion date of late fall.

INGREDIENTS FOR INSTANT BROADCASTING

▶ Today's modern stations are using an ever-increasing amount and variety of broadcast material. AUTOMATIC TAPE CONTROL allows unlimited use of taped spots, programs and production aids without threading, cuing or rewinding. Material is recorded on tape in plastic magazines and stored for instant use. Operator simply slips the magazine in a playback unit, pushes a button and the material is on the air. The tape resets itself, ready for reuse or storage. All ATC units provide for a second auxiliary control tone which can be used to automatically start other equipment. ATC is made by the originator and largest manufacturer of automatic tape control systems . . . now in use in over 600 radio and TV stations.

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Frequency Response, ±2 db from 70 to 12,000 cps, ±4 db from 50 to 15,000 cps; Signal-to-noise Ratio – 55 db; Wow and Flutter—Under 0.2% RMS.

NEW ATC 55

Newly developed unit permits playback of 55 consecutive magazines without resetting or reloading. Used in sets of two or more, ATC 55 can give you completely automated broadcasting.

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Space system, trans-ocean tv by 1963

KENNEDY FOR PRIVATE OWNERSHIP; SENATE HEARINGS TO BEGIN

A space communications system, including intercontinental tv, on a regular, commercial basis is foreseen by 1963, FCC Commissioner T. A. M. Craven, who is assigned to handle the FCC's part in developing U.S. policy on international space communications, told the House Commerce Committee last week when the committee, headed by Rep. Oren Harris (D-Ark.) heard witnesses from various government agencies and departments.

Early in the week, the FCC issued a call for existing international communications carriers to set up a committee to develop plans for a joint-venture combine to handle space communications.

Kennedy Statement ▪ The FCC's announcement followed by one day a policy statement by President Kennedy upholding the principle of private ownership of the space communications facility and system.

On Thursday, Sen. John O. Pastore (D-R.I.) announced that his Senate Commerce communications subcommittee would begin hearings on space communications tomorrow at 2 p.m. in the new Senate Office Bldg. First witness will be FCC Chairman Newton N. Minow.

Speedy Action ▪ Running throughout the testimony of witnesses, the FCC's announcement and the President's statement is the need for speed in putting space satellite communications on a regular basis.

As has been predicted for some time, one of the first benefits of the country's space program is expected to be in communications.

Congressional interest was expressed on two fronts: (1) How long will it be before there is an operating space communications system? And, (2) Is there duplication in this field among several federal agencies.

Space communications programs are underway by the National Aeronautics & Space Administration and the U.S. Army.

A third question, raised at the congressional hearings, is whether the FCC's plan for a joint-venture company to operate and own the satellite system might permit one company, or a group of companies, to dominate the field.

Fear has been expressed in a number of quarters that the AT&T might end up in a monopolistic position in the carrier's carrier.

Limited Ownership ▪ The FCC position tentatively looks to a jointly owned company comprising the existing and future international communications carriers. This has run into opposition from General Electric Co. and General Telephone & Electronics Corp. Both have asked that they be permitted to join in the ownership of the system. Last week, however, the FCC turned down petitions by both companies.

The commission stated, however, that these denials were without prejudice—which has led to the belief that it may reconsider this limitation after it has received a proposal for the establishment of the joint venture.

Credence is laid to this possibility, it is pointed out, because Lee Loevinger, antitrust chief of the Dept. of Justice, is on record in favor of opening the satellite syndicate to domestic carriers and possibly "hardware" manufacturers as well as to existing or future international carriers. He so expressed himself last week in testimony to the House committee.

Ad Hoc Committee ▪ Urging speed, the FCC asked the present 10 international carriers to establish a committee to formulate the organizational and operational formulae for owning and operating a joint venture space communications company. It asked that the committee report back no later than Oct. 13. After that time, the FCC said, it would reassess the whole picture in the light of all proposals—and presumably expressions from Congress.

The committee will consist of representatives of these carriers, the FCC said:

American Cable & Radio Corp., (Mackay Radio, Commercial Cable, All America Cables & Radio and Globe Wireless, all IT&T subsidiaries); AT&T, Hawaiian Telephone Co.; Press Wireless Inc.; Radio Corp. of Puerto Rico; RCA Communications Inc.; South Puerto Rico Sugar Co.; Tropical Radio Telegraph Co.; U.S.-Liberia Radio Corp. and Western Union Telegraph Co.

The committee, due to meet for the first time Thursday of this week, will have these objectives as the basis for discussion:

- Global coverage.
- Ownership of the satellite to be open to interested governments.
- Access to use of the space system by other carriers and foreign governments on an equitable basis and on reasonable, non-discriminatory terms.
- Structure of the holding company shall be so arranged that no one participating company will be able to dominate or control and no one participating company will be able to benefit from equipment procurement through its subsidiaries. IT&T, AT&T, RCAC are connected with manufacturing electronic companies.

The meeting on Thursday will be chaired by Commissioner Craven. This is the chaperonage which permits competing companies to meet together without running afoul of the antitrust laws. Bernard Strassburg, assistant chief of the FCC's Common Carrier Bureau, is expected to spell Commissioner Craven in presiding at the meetings.

Uncle Sam Still In ▪ That the government will continue to play a role in the space communications field was made clear by President Kennedy in his statement on communication satellite policy. This was based, it is understood, on the recommendations of the National Space Council.

The President said that the government will "conduct and encourage" research and development: conduct and maintain supervision over all international agreements and negotiations; control all launchings; make use of the commercial system for general government purposes (and establish a separ-

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* Occupation Required

ate space communications system when required in the national interest); provide technical assistance to newly developing countries to help attain an effective global system; examine with other countries the most constructive role for the United Nations and ITU.

Other sections of the President's message were similar in content to the safeguards imposed by the FCC in its call for a committee establishment. The President stated that NASA would continue to provide policy, to hold coordination and responsibility for recommending new actions.

"With the guidelines provided here, I am anxious that development of this new technology to bring the farthest corner of the globe within reach by voice and visual communications, fairly and equitably available for use, proceed with all possible promptness," the President concluded.

Congressional Eye ▪ Committee Chairman Oren Harris (D-Ark.) made it clear Congress in general and his committee in particular intended to have a hand in shaping national satellite communications policy. Congress, he said, will "decide whether to go along with the program as developed or whether to insist on particular changes." And his committee, he noted, has original jurisdiction in the communications field.

The enormous potential of the satellite communications business—$100 billion a year, according to estimates—troubled some committee members. If that estimate is correct, Rep. John J. Flynt Jr. (D-Ga.) said, "we may have to go in for a whole new reappraisal of the program."

Rep. John E. Moss (D-Calif.) expressed concern that the joint-venture companies would, by their participation in the experimental program, gain an advantage over those firms excluded. Rep. William Springer (R-Ill.), on the other hand, appeared to favor the FCC plan in principle but sought assurances from Chairman Minow and other witnesses that the participating companies would not be flirting with antitrust violations.

Lee Loevinger, the Justice Dept.'s antitrust chief, said this was not much of a danger, since the joint-venture companies would be involved in an experimental rather than an operational program.

He said several times that neither the President nor anyone else has made any "commitments" regarding ownership of the operational system. The program is still in an "amorphous" state, he said at one point.

However, he made it clear he felt the FCC was "wrong" in limiting the initial program to international carriers. Domestic carriers should have been permitted to participate, he said.

Experimental Permission ▪ From various sources in Washington last week it seems evident that NASA has decided to agree to AT&T's request for permission to send up an experimental satellite—with the Bell company paying the cost of launching facilities and the rocket booster. This is now undergoing final negotiations on the contract form and other details. The cost, it is belived, will reach over $150 million.

At the same time, NASA said it was close to a final $3¼-million contract with RCA for that company to build the satellite which NASA hopes to put up soon under the name Project Relay. All of these are considered low-level satellite orbits.

The Department of Defense has under development a space communications system, Project Advent, which looks to putting up an active satellite repeater 22,300 miles above the earth, as a "stationary" relay platform.

6.2 million tv sales in 1961 predicted

Prediction that there will be 6.2 million tv sets sold to the public in 1961 was made last week by an EIA committee chairman.

Frank W. Mansfield, Sylvania Electric Corp., chairman of EIA's marketing data policy committee, pointed out that current manufacturer, distribution and dealer inventories are at one of the lowest levels in the last six years and that current monthly production rate is running "below" the requirements of the market.

He pointed out that inventories, which reached a high of 2.8 million in late 1956, were at 1.7 million through May of this year. Since the going rate of retail sales for April and May has exceeded 7.1 million receivers, Mr. Mansfield said, industry sales should exceed 6.2 million sets this year.

Monthly tv set production through May, Mr. Mansfield said, averaged only 435,000 sets. Production therefore, he estimated, must average 680,000 sets monthly for the rest of the year. "We can expect either a rapid increase in production rate by mid-summer," he added, "or a shortage of sets this fall."

Mr. Mansfield made his remarks in a report to the EIA Consumer Products Div., reviewing its decision to discontinue gathering statistics on retail sales. The last such report, which was begun in 1951, will be for July, EIA reported.

Sylvania to re-enter color set production

Sylvania Electric Products Inc. will put a 21-inch color tv set on the market in mid-September. The set is the first color receiver to be introduced by Sylvania since 1956. Deluxe console model is equipped with three-gun shadow-mask color picture tube and transformer powered chassis. Manufacturer's suggested list price: $825. Sylvania will begin a series of color-tv clinics for its distributors in August.

Sylvania's re-entry into color set production leaves only two major manufacturers—Westinghouse and Motorola—which have not yet gone into the color field.

Eastman Kodak develops 16mm reflex camera

Eastman Kodak Co., Rochester, N.Y., announces the availability of a new professional 16mm reflex camera, a low cost, compact unit allowing its user to view the image photographed through the taking lens while the unit is in operation.

The camera is suited for the shooting of footage that will later be released for showing with an 8mm sound projector. A mirrored surface on the shutter reflects the image into the finder.

Shipped with one 400-foot magazine as standard equipment, the chamber can also be used with 100-ft or 200-foot rolls of film on the spool. Also available are 1,200-foot magazines. The 25mm f/1.4 Ekton lens mounted in a three-position turret also is standard.

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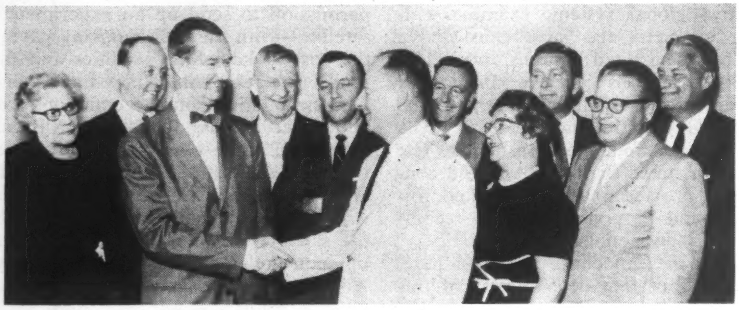

Passing the gavel

Arthur W. Bagge, retiring president of Broadcast Advertising Club of Chicago and vp of Peters, Griffin, Woodward, congratulates **William R. Wyatt,** newly elected president and vp of A. C. Nielsen Co. In rear, left to right, are board members **Genevieve Lemper,** chief broadcast buyer for Foote, Cone & Belding; **Cy Wagner,** tv network sales manager, NBC Central Div.; **John Wrath,** vp of The Bolling Co.; **Howdee Meyers,** vp, Venard, Rintoul & McConnell; **Catherine Serwe,** vp, Add-A-Girl Inc.; **Warren Middleton,** midwest sales manager, BROADCASTING; **Fred Harm,** vp and general manager of WJJD; **Charles Gates,** manager of WGN; **Robert Irons,** advertising manager, Standard Oil of Indiana; **Arnold Johnson,** vp Needham, Louis & Brorby.

BROADCAST ADVERTISING

Robert Goldsmith and **Gail Raphael,** copy chiefs, Lawrence C. Gumbinner Adv., N. Y., named vps in charge of copy.

Eugene F. Burke and **Frank G. M. Corbin,** vps of Milburn McCarty Assoc., New York pr firm, elected to board of directors.

Reginald W. Twiggs, vp and manager of Los Angeles office of Cunningham & Walsh, named vp and principal in J. W. Raymond Adv. there.

Robert J. Livingston, vp and manager of Geyer, Morey, Madden & Ballard, regional office in Portland, Ore., will transfer Aug. 1 to agency's Omaha, Neb., branch, but will continue to supervise Portland office for present. He will succeed **Lester M. Branch,** vp and manager of Omaha office, who is retiring after 32 years with company. Mr. Branch will serve GMM&B as consultant on part-time basis.

Alice Moseley, copy supervisor, McCann-Erickson, N. Y., appointed vp and associate creative director.

Al Johns, real estate editor of *Los Angeles Times,* named vp of Coleman-Parr, Beverly Hills advertising agency, where he will head pr division.

Cecil E. Summers appointed sales manager for R. J. Reynolds Tobacco Co. He previously served as assistant to company's sales manager. **John S. Benson** and **Charles B. Coe** named assistant sales managers.

Bill Hillinck, publicist in Hollywood office of Young & Rubicam, resigns to form own pr firm in San Francisco.

Gordon M. Keswick, supervisor of special projects for Needham, Louis & Brorby, promoted to director of creative research. **Richard M. Doub** and **Robert L. Freyder** appointed research supervisors. **John G. Keane,** marketing consultant with Booz, Allen & Hamilton, Chicago management consultant firm, also appointed research supervisor.

Adolph J. Toigo, president of Lennen & Newell, N. Y., appointed vice chairman, committee on government, public and educator relations, American Assn. of Adv. Agencies. **Alfred J. Seaman,** president, Sullivan, Stauffer, Colwell & Bayles, N. Y., appointed vice chairman, AAAA committee on improving advertising.

Lawrence S. Reynolds, Frank P. McDonald and **Peter T. McLean,** assistant broadcast buyers for Doherty, Clifford, Steers & Shenfield, N. Y., appointed broadcast buyers.

Frederic Lyman Horton, general sales executive with NBC Radio and TV Spot Sales, named vp of Norman, Craig & Kummel, New York. Mr. Horton joined NBC as sales representative in 1940, remaining for six years before leaving to become salesman for Metropolitan Sunday Newspapers. In 1951 he rejoined NBC and seven years later was appointed general sales executive for NBC Radio network. His duties were expanded in 1960 to include radio and tv spot sales.

William Ohle, formerly with Needham, Louis & Brorby, joins Leo Burnett Co., Chicago, as account executive. **Jack Siegel,** tv art director with McCann-Erickson, appointed tv art director in tv commercial department and **Helen Nelson,** tv commercial producer with Compton Adv., named commercial producer in tv commercial department in New York.

Lee Hughes, with J. Walter Thompson, N. Y., joins Doherty, Clifford, Steers & Shenfield, that city, as account executive.

Donald M. Mullen joins Zimmer, Keller & Calvert, Detroit advertising agency, as account executive.

Frank Hovore, manager of advertising, promotion and press for KRCA (TV) Los Angeles, joins Jack Packard Adv., Glendale, Calif., as account executive.

E. Gordon Gibbs, assistant manager, traffic department, Young & Rubicam, N. Y., succeeds **Harold O'Sullivan** as manager.

Bryan Houston, president, Fletcher Richards, Calkins & Holden, N. Y., appointed to board of directors, Advertising Federation of America.

James R. Cashel joins Street & Finney as research director. **John A. Zalud,** research director, promoted to account executive.

Charles H. Newbrand, with Foote, Cone & Belding since 1949 in both New York and Chicago, elected treasurer at Chicago headquarters, succeeding **Joseph W. King,** retired.

Ruth Andre, who has represented The Pillsbury Co. as **Ann Pillsbury** for past 11 years, resigns as director of company's home service center.

Austin H. Gedney, account executive, Lambert & Feasley, N. Y., named account supervisor on Richard Hudnut account.

Ronald L. Bouck, properties manager and assistant in radio-tv production for Evans & Assoc., Salt Lake City advertising agency, joins William Kostka & Assoc., Denver pr and advertising consultants, as assistant advertising manager.

Frederick A. Peck appointed head of art department for Maxon Adv., Detroit.

Jack Lovell, formerly art director for American Optical Co., N. Y., joins Fuller & Smith & Ross, Boston, in same capacity.

Victor L. Olesen, copywriter for Campbell-Ewald, Detroit, joins Kenyon & Eckhardt, that city, in similar capacity.

Jim Carling, copy chief of Los Angeles office of CCI division of Communications Affiliates, joins Kennett PR Assoc., as chief of news bureau services.

Barbara Mary Harrison joins Louis Benito Adv., Tampa, Fla., as member of copy department.

THE MEDIA

Mr. Affe

Peter M. Affe, manager of daytime program operations, NBC-TV, named station manager, WNBC-TV New York. Mr. Affe joined network in 1943. In 1951 he transferred to WNBT (TV) (now WNBC-TV) as supervisor of production and operations, later becoming program manager, manager of operations, manager of studio and film operations, and in August 1956, director of operations for WNBC-AM-FM-TV. He rejoined NBC-TV network in 1959 as manager, facilities planning and operations control. He has been daytime program operations manager since June 1960.

Mr. McKenney

Keith T. McKenney, general sales manager of WJBK-TV Detroit, named managing director of WSPD-TV Toledo, Ohio. He succeeds **Joe Evans,** recently appointed general manager of Storer Programs, newly formed tv programs company. **Floyd E. Beaston** resigns as general sales manager of WSPD-TV.

Albert J. Gillen, vp and director of sales for WAPI-AM-FM-TV Birmingham, Ala., named general manager of WPRO-TV Providence, R. I.

Richard H. Harris, vp of Dandy Broadcasting Co., with which he served as general manager of KLEO Wichita, Kans., and KQEO Albuquerque, N. M., named general manager of WDGY Minneapolis, Minn.

Dick Pike, WJW-TV Cleveland, air personality, appointed general manager of WNOP Newport, Ky.

George E. Le Zotte resigns as program manager of WTRY Troy, N. Y., to become station manager of WEEE Albany-Troy, N. Y. (WEEE plans to begin broadcasting Sept. 1. Mr. Le Zotte had previously been chief announcer for WAVZ New Haven, Conn., owner of WTRY. He had been connected with stations for 13 years.

Frank Boehm, vp and director of research, promotion and advertising for Adam Young Inc. and Young TV Corp., station representatives, resigns. Mr. Boehm, who joined Young more than five years ago, will announce his future plans shortly.

Charles Fritz, manager, John Blair Co., Detroit, elected president of new Detroit chapter of Station Representatives Assn. Other officers named to lead chapter for 1961-62 are: **William W. Bryan,** vp and manager of Peters, Griffin, Woodward, Detroit, vp; **Robert D. Cook,** tv account executive, The Katz Agency, Detroit, secretary, and **William E. Morgan,** manager, Adam Young Inc., Detroit, treasurer.

William J. Griffiths, formerly with WELM Elmira, N. Y., and recently in real estate development in Horseheads, N. Y., appointed general manager of WJOC Jamestown, N. Y.

Robert F. Schlorff, appointed station manager of WDTM (FM) Detroit.

Martin Ross, assistant to general manager of WPTR Albany, N. Y., promoted to station manager. **Anthony Rocco,** sales manager of WKBW-AM-TV Buffalo, joins WPTR as general sales manager.

George H. Rogers Jr., and **Donald E. Hardin** appointed national sales manager and national sales service manager, respectively, for WKRC-TV Cincinnati. Mr. Rogers replaces **Charles P. Dwyer,** who resigned to become director of ABC-TV's international sales organization. Mr. Rogers has been with station for seven years, serving as commercial production manager, sales account executive and national sales service director. Mr. Hardin, advertising-merchandising director, replaces Mr. Rogers.

William Beindorf, J. Robert Cole, Kenneth M. Johnson and **Briggs S. Palmer** appointed account executives on New York staff of CBS-TV Stations national sales department. Mr. Beindorf was account executive with WCBS-TV New York; Mr. Cole was sales service manager for KNXT (TV) Los Angeles; Mr. Johnson's most recent post was executive vp of Daren McGavren, N. Y. rep firm, and Mr. Palmer was account executive for Harrington, Righter & Parsons, station rep., that city.

How SSC&B is making Providence turn green

Seems like everyone in Providence is either giving or saving Green Stamps. Darned if it's not an epidemic — caused in no small measure by those fine radio commercials out of Sullivan, Stauffer, Colwell & Bayles.

Have you heard them? We have, of course. At WICE we schedule them often — interspersed between our fantastically popular music, news and public service programs (modest, aren't we?).

We're sure SSC&B won't mind if we snitch a smidgen of the credit for Green Stamps' stomping success. After all, WICE *is* the live wire station in Providence. Ask anyone who knows this oh-so-opulent market.

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In the Radio-TV Publishing Field only BROADCASTING qualifies for membership in Audit Bureau of Circulations and Associated Business Publications

Mrs. Supiro

Ruth Supiro, member of research staff since 1958, named operations head of tv research for Blair Television Assoc., N.Y. Earlier she was on media research staff of N. W. Ayer & Son, N. Y. and with A. C. Nielsen Co., N. Y.

Lawrence Walker, executive vp and general manager, WSOC-TV Charlotte, N. C., appointed to newly-created advisory committee on etv by N. C. State Board of Education.

Samuel J. Slate, vp and general manager, WCBS New York, appointed chairman, legislative committee, Radio & Television Executives Society, New York.

Paul Wigand and **John O'Connell,** members of CBS-TV Network accounting department, promoted to manager of cost accounting and general accounting, respectively. **Louis Werle,** supervisor of payables, named manager of accounts receivable and payable.

William J. Hendricks, account executive for WXYZ-TV Detroit, named manager of newly formed ABC-TV national station sales office in Detroit.

W. C. Pulley appointed account executive for WXEX-TV Richmond-Petersburg, Va. **Lou Caplan,** previously with Variety Food Brokers of Richmond, appointed merchandising manager of both WXEX-TV and WLEE Richmond.

John R. Fisher Jr., formerly in WAKE Atlanta, Ga., sales department, to WGKA-AM-FM, that city, as account executive.

Elizabeth Wright Evans, education director, KING-TV Seattle, named industry information chairman, American Women in Radio & Television. **Dorothy Buhr,** Western Beet Sugar Producers, San Francisco, membership committee; **Nancy Miller,** Girl Scouts of the U.S.A., N. Y., bylaws; **Jane Pinkerton,** managing editor, *US Radio-US FM*, N. Y., publications; **Ruth E. Thompson,** American Foundation For The Blind, that city, publicity; **Ellen Wadley,** CBS News, Washington, eligibility, and **Geraldine Zorbaugh,** CBS New York, public relations.

Charles Warner, formerly on sales staff of WCBS-TV New York, named local and regional sales manager for WSPA-TV Spartanburg, S. C.

Harry M. Brawley, director of public affairs and promotion for WCHS-TV Charleston, W. Va., appointed chairman of group organized for furtherance of educational radio and tv in that state.

Mr. Lucy

Mr. Preston

Calvin T. Lucy, vp in charge of radio-tv for Larus & Brother Co. (owner and operator of WRVA and owner of controlling interest in WRVA-TV, both Richmond, Va.), retires. He will be succeeded by **William R. Preston,** newly elected vp of parent company. Mr. Lucy has been managing radio outlet since it began operations in 1925. He has been president of tv station since 1956 when it went on air. He was original chairman of CBS Affiliates Advisory Board of which he was member from 1943 to 1953. Active in Virginia Assn. of Broadcasters, he was that organization's first president in 1937. He has been member of NAB since 1925 and was on original radio code committee.

John P. Duffy, radio account executive with George P. Hollingbery Co., appointed to New York radio sales staff of Edward Petry & Co. **Joseph V. Devlin,** media supervisor for Dancer-Fitzgerald-Sample, also named to sales staff.

Anthony Reda named tv director of WTVS (TV), etv outlet located on campus of U. of Detroit. Mr. Reda, production manager for station since 1959, now heads reorganized tv production operation newly assigned to College of Arts & Sciences.

John M. Schinker, news director of KOYN Billings, Mont., and KBON Omaha, Neb., appointed news and public affairs director for KLRJ-TV Henderson, Nev.

Don J. Thieme, announcer for WHYS Ocala, Fla., joins WCAF Punta Gorda, Fla., as news and public affairs director. **Bill Setliffe,** executive with WEIC Charleston, Ill., named chief engineer. **Larry K. Brownfield,** announcer for WSAF Sarasota, appointed air personality. **Rob Payne,** air personality with WSDB Homestead, Fla., joins WHYS in similar capacity.

Gene S. Ball, advertising director of H. A. Marr Grocery Corp., Denver, Colo., appointed promotion manager of KLZ, that city.

George R. Dunlevy, program director for KOIL Omaha, Neb., named national program director for WICE Providence, R. I., and WLOW Norfolk, Va.

Edward F. Ryan, sales promotion manager for WHTN-TV Huntington, W. Va., appointed advertising and promotion manager for WRC-TV Washington.

Dick Kryder Jr., promotion manager for Oregon edition of *TV Guide*, appointed promotion manager for KOIN-TV Portland.

Joseph P. Dube, radio supervisor for WNAC Boston, promoted to daytime radio program manager and **Alvin H. Marill,** music programming director for WBOS Brookline, Mass., appointed evening program manager.

Phil Beigel appointed assistant program manager for WJW-TV Cleveland, Ohio. He previously worked on special projects for KDKA-TV Pittsburgh.

Richard K. Hance, member of news and special events staff of KSTP-TV Minneapolis, to WGN-TV Chicago as newsreel supervisor.

Bob deVille appointed to news staff of WERE Cleveland, Ohio.

Bob Wilson, promotion manager of WBIR-TV Knoxville, Tenn., joins CBS-TV Press Information Dept., Hollywood, as unit publicist.

Charles J. Windhorst, account executive with Compton Adv., N. Y., joins tv sales staff of The Katz Agency.

Hester Keele Kyler, associated with WCMI Ashland, Ky., appointed music director and librarian for WSIX-AM-FM Nashville, Tenn.

William H. Coney appointed director of public affairs for KHVH-AM-TV Honolulu.

Frank Bollinger, director of Alumni Fund of Carnegie Tech, named to promotion department staff of WTAE (TV) Pittsburgh.

Richard Gorelick joins KICD Spencer, Iowa, as news director, replacing **Emerson Gates.**

Bill Henry, news director for WSFA-TV Montgomery, Ala., joins WFLA-TV Tampa, Fla., in similar capacity.

Ernest G. Underwood, business manager for KFRC San Francisco, appointed engineering supervisor of KGBS Los Angeles.

William Kelly joins news and public affairs department of WLIB New York.

James C. McDonough joins sales staff of WQAM Miami.

Shirley Henry signed to write special material for Danny Kaye show to be seen over tv this fall.

Joel Sebastian, air personality with WXYZ Detroit, joins WIND Chicago in similar capacity.

Tim Lockhart, Barbara Harding, George Webb and **Jimmy Witter** join WIST Charlotte, N. C., as air personalities.

Larry Jones joins KORL Honolulu as all-night disc jockey. **Jerry Wright** named to sales staff.

PROGRAMMING

Howard Lloyd, vp in charge of sales for Graphics International, firm which represents overseas printers, appointed manager of western division of Storer Programs, newly formed tv programs company, subsidiary of Storer Broadcasting Co.

Russ Severin, southern field representative for National Assn. of Broadcasters, appointed national field director for *Romper Room,* international kindergarten program.

Joseph F. Kilmartin, vp in charge of business program services, Transfilm-Caravel, N. Y., named president, MPO sales meetings, MPO Videotronics, that city.

Harvey Bernhard, tv producer, appointed business administrator of Wolper Productions, Hollywood.

John L. Koushouris, director of marketing for CBS Labs, joins VHF Inc., New York, recently-formed production company in areas of tv commercials, programs and industrial presentations, as principal and vp in charge of operations. **Bruce L. Wolfson,** formerly business manager, studio operations, CBS-TV, appointed controller. Headquarters for company is at 300 E. 46th St., New York, N. Y.

Sidney Kramer, vp in charge of foreign sales for National Telefilm Assoc., N. Y., appointed in charge of newly created United Artists sales statistics department.

James Woolley, formerly of RKO Radio Pictures, N. Y., joins Marathon International Productions, producers and distributors of newsreels, that city, as supervising film editor.

Jerry Goldsmith signed by MGM-TV to compose and score full hour *Dr. Kildare* and *Cain's Hundred* series which will premiere over NBC Network this fall.

EQUIPMENT & ENGINEERING

Gail E. Boggs, director of research and development for Page Communications Engineers, Washington, elected vp.

Charles W. Walton, formerly vp-general manager of adhesives, coatings and sealers division of Minnesota Mining & Mfg. Co., St. Paul, named vp for research, succeeding **Carl Barnes,** resigned.

Robert E. Peterson, senior planner for Government-Industrial Group, Philco Corp., appointed chairman of Marketing Data Committee of Electronic Industries Assoc.'s Industrial Electronics Div.

William D. Hogan, manager of field engineering, Semiconductor Div., Sylvania Electric Products, Woburn, Mass., named to newly created post of manager of engineering services.

William J. Brady, design and development engineer in Automotive Products Division of Motorola, named district sales representative for midwest area sales of Motorola Semiconductor Products.

Harvey C. Griffith Jr., appointed to newly created position of manager-sales planning and promotion for technical products operation of General Electric's defense electronics division.

Donald J. Arvas named northwest regional manager, Ameco, community antenna equipment manufacturer, division of Antennavision Inc. in Phoenix, Ariz. Mr. Arvas owned A & J Distributing Co., Lewiston, Idaho, which he recently sold.

Richard H. Vaughan, sales staff, Audio Devices Inc., Chicago, appointed New England sales manager.

INTERNATIONAL

G. Alec Phare named president of R. C. Smith & Son Ltd., Toronto advertising agency. Mr. Phare has been with agency almost 30 years.

John Lant appointed manager of CBLT (TV) Toronto. Mr. Lant had been supervising producer of tv news since 1958.

Roch Demers appointed station manager of CJMS Montreal.

Jack Daly, formerly station manager, appointed general manager of CKOY Ottawa.

Adrian C. Egan named executive vp of Air-Time Sales Ltd., Toronto station reps. **George Carter** appointed sales manager in Montreal office.

W. S. Mowat, vp and manager of Montreal office of BBDO, appointed vp for Collyer Adv. Ltd., that city.

John A. Winter, radio-tv director for Kenyon & Eckhardt Ltd., Toronto, appointed director of media and broadcast services. Mr. Winter will continue to headquarter in Toronto.

Lyman Ferris appointed media research manager for Ronalds-Reynolds & Co., Toronto advertising agency.

Chic Shave named promotion manager for CKSO-AM-TV Sudbury, Ont.

W. J. Bernard named program director of CKLB Oshawa, Ont.

Jack Thayer, creative group head with J. Walter Thompson Co., Toronto, appointed creative director and will headquarter in agency's Tokyo office. **Martin Fritze,** tv producer in Toronto office, assigned as senior film and tv producer to office in Frankfurt, Germany.

Richard A. Sienko appointed account executive for radio for Joseph A. Hardy & Co. Ltd., Toronto station reps. **Michael Jackson** appointed account executive for national tv sales.

Pat Clark and **Bud Dawn** join sales staff of CBLT (TV) Toronto. Mr. Clark comes from CKFH Toronto while Mr. Dawn served with CKSO-TV Sudbury.

GOVERNMENT

Bernard H. Linden, engineer-in-charge of Los Angeles FCC office, retires after 44 years of federal service.

ALLIED FIELDS

Harold G. Cowgill, chief of FCC's Broadcast Bureau, joins Washington law firm of Smith, Hennessey & MacDonald. Mr. Cowgill was with prede-

United Press International
Facsimile Newspictures and
United Press Movietone Newsfilm
Build Ratings
1

cessor law firm when he was appointed chief of FCC's Common Carrier Bureau in 1954. He was appointed to Broadcast Bureau leadership in 1957, resigning early this year with change in administration. From 1953 to 1954 he served as vp and general manager of WTVP (TV) Decatur, Ill.

Robert D. Welsh appointed account representative for advertiser service department of American Research Bureau, Beltsville, Md. He replaces **Gene Thompson,** who was named to head sales promotion and graphics department.

DEATHS

Bernard W. Cruger, 59, manager of transmitters and technical maintenance for General Electric broadcasting stations, died July 23 of heart attack in Schenectady, N. Y.

John B. Kennedy, 67, radio and newsreel commentator and magazine editor, died July 22 in Toronto hospital after intestinal operation. Mr. Kennedy's most recent broadcast activity was five-minute weekday news and commentary show on Mutual in 1957-58. Program originated at CKLW Detroit-Windsor, Ont., where he has lived since leaving New York in 1956. His broadcast career began in 1934 as m.c. of *Voice of Collier's* program on NBC. Several years later he became news commentator and political analyst, first on NBC and later on ABC, and WNEW and WOR, both New York. In earlier years he had served as narrator of MGM's "News of the Day," and was managing editor of *Collier's* magazine. Mr. Kennedy had a hand in birth of tv, but was not associated with it afterwards. He was m.c. of RCA's first tv transmission in Camden, N. J., in 1936.

Hyland L. Hodgson, 69, retired advertising agency official, died July 24 in Norwalk, Conn., after long illness. He began advertising career with N. W. Ayer & Son, Philadelphia, in 1919, serving as vp and New England manager from 1926-1931. He left Ayer in 1935 to become partner in J. M. Mathes agency, remaining until 1945 when he became vp and director of Ellington & Co. He retired in 1955.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING July 19 through July 26. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

Abbrevations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

Existing tv stations

CALL LETTERS ASSIGNED

WTEV(TV) New Bedford, Mass.—E. Anthony & Sons Inc.

*WHRO-TV Hampton-Norfolk, Va. — Hampton Roads Educational Tv Assn.

New am stations

APPLICATIONS

Greenwood, Miss.—William E. Hardy 1540 kc; 500 w D. P.O. address 415 Howard St. Greenwood. Estimated construction cost $20,771; first year operating cost $24,000; revenue $36,000. **William E. Hardy,** sole owner, is 50% partner in retail furniture and appliance business. Ann. July 25.

Clinton, Mo.—Golden Valley Bcstg. Inc. 1350 kc; 1 kw D. P.O. address box 386 Clinton. Estimated construction cost $1,500; first year operating cost $27,300; revenue $36,000. Principals: **Clarence W. Dickgrafe, Floyd H. Pinkston** (each 50%). Messrs. Dickgrafe and Pinkston are equal partners in weekly newspaper. Ann. July 24.

San Juan, P. R.—Mid-Ocean Bcstg. Corp. 1190 kc; 25 kw unl. P.O. address 53 Arzuaga St. Rio Piedras, P. R. Estimated construction cost $182,971; first year operating cost $120,000; revenue $150,000. Principals: **Leslie Townes Hope** (80%); **James L. Saphier, Gang, Tyre, Rudin & Brown** (each 10%). Mr. Hope is publicly known as Bob Hope; owns majority interest in KOA-AM-FM-TV Denver, Colo. and has numerous business interests; Mr. Saphier is 98% owner of artists management and tv packaging agency; Gang, Tyre, Rudin & Brown is Hollywood law firm. Ann. July 20.

Existing am stations

APPLICATIONS

KKAN Philipsburg, Kan.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. July 20.

KICK Springfield, Mo.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. July 19.

WKDN Camden, N. J.—Cp to increase power from 1 kw to 5 wk, install DA daytime and new trans. Ann. July 19.

WESC Greenville, S. C.—Mod. of cp to make changes in DA pattern. (Petition for waiver of Sec. 1.351(a) and (c)(1) filed.) Ann. July 20.

WHLS Port Huron, Mich.—Mod. of cp to change from DA-D to non-DA. Ann. July 25.

WTRO Dyersburg, Tenn.—Cp to change ant.-trans. location, change studio location and station location to Brownsville, Tenn. Ann. July 19.

WOMT Manitowoc, Wis.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. July 19.

WIBU Poynette, Wis.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. July 19.

CALL LETTERS ASSIGNED

KSUD West Memphis, Ark.—Newport Bcstg. Co.

WSLC Clermont, Fla.—Duane F. McConnell.

WBBY Wood River, Ill.—Madison County Bcstg. Co.

WIZR Johnstown, N. Y.—Martin Karig.

WKSC Kershaw, S. C.—Kershaw Bcstg. Corp.

KIMM Rapid City, S. D.—John L. Breece.

KAWA Marlin, Tex.—M-L Radio Inc.; changed from KMLW.

KBVU Bellevue, Wash.—Northwest Bcstrs. Inc.

New fm stations

APPLICATIONS

Tucson, Ariz.—Prell Enterprises 92.1 mc; 800 w unl. Ant. height above average terrain 15 ft. P.O. address 2126 S. Alverson, Tucson. Estimated construction cost $7,172; first year operating cost $15,000; revenue $20,000. Principals: **Isadore Prell** (50%); **Stanley Prell, Audrey Prell** (each 25%), who own similar interests in Arizona Microwave Inc. Ann. July 20.

Atlanta, Ga.—Atlanta Fm Bcstrs. 97.5 mc; 10 kw unl. Ant. height above average terrain 120.5 ft. P.O. address 235 Nightingale Dr., Columbus, Ga. Estimated construction cost $7,998; first year operating cost $12,000; revenue $15,000. **Eathel Holley,** sole owner, owns 50% of WOKS Columbus and one-third of WLAW Lawrenceville, both Georgia. Ann. July 26.

Atlanta, Ga.—Esquire Inc. 97.5 mc; 76.36 kw unl. Ant. height above average terrain 459.4 ft. P.O. address 3165 Mathieson Dr., Atlanta 5. Estimated construction cost $63,085; first year operating cost $4,000. **Esquire Inc.** is licensee of WQXI Atlanta; its ownership is divided among more than 50 stockholders. Ann. July 25.

Danville, Ill.—Prestige Bcstrs. Inc. 99.1 mc; 3.48 kw unl. Ant. height above terrain 103 ft. P.O. address 214 Boiling Springs Rd., Danville. Estimated construction cost $7,537; first year operating cost $12,240; revenue $19,075. Principals: **Carl E. Sunkel, George E. Hagerstrom, Louis Hussman, Henry Schroeder, Robert Hill** (each 20%). Mr. Sunkel has been program director for KTOP-FM Topeka, Kan.; Mr. Hagerstrom is optometrist; Mr. Hussman and Mr. Schroeder are co-owners of drive-in restaurant; Mr. Hill owns retail sand and gravel business and 50% of meat packing business. Ann. July 26.

Silver Spring, Md.—International Bcstg. Corp. 106.3 mc; 1 kw unl. Ant. height above average terrain 237 ft. P.O. address 1826 Jefferson Pl., N.W., Washington 6, D. C. Estimated construction cost $22,093; first year operating cost $22,000; revenue $22,000. **Stuart A. Bernstein,** sole owner, owns property management and real estate firm. Ann. July 19.

Pottstown, Pa.—Pottstown Bcstg. Co. 97.1

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mc; 20 kw unl. Ant. height above average terrain 139 ft. P.O. address c/o Radio Station WPAZ Pottstown. Estimated construction cost $25,978; first year operating cost $15,000; revenue $10,000. Principals: **Herbert Scott** (45%), **Ralph Mellon** (22.5%), **Margaret Levine, Charles E. Mellon** (each 8.5%), all of whom own similar interests in WPAZ Pottstown. Ann. July 26.

Existing fm stations

CALL LETTERS ASSIGNED

KEPI(FM) Phoenix, Ariz.—Ward James Atkinson.

KCNW(FM) Sacramento, Calif.—Cal-Val Radio Inc.; changed from KXOA-FM.

WGPR(FM) Detroit, Mich.—Ross Mulholland; changed from WGPM(FM).

WKLW(FM) Grand Rapids, Mich.—Kenneth W. Van Prooyen.

Ownership changes

APPLICATIONS

WEIC Charleston, Ill.—Seeks assignment of license from **Friendly City Bcstrs.** to **William Kepper** (73%), **Philip H. Thompson** (17%), **Marvin Homer** (10%) for total of $105,000. Messrs. Kepper and Thompson are time salesmen for WBBM Chicago; Mr. Homer has minority interest in retail furniture firm. Ann. July 26.

WEOA Evansville, Ind.—Seeks assignment of license from **WEHT Inc.** to **J. B. Fuqua** for $75,000 plus $48,000 for agreement not to compete. Mr. Fuqua owns WJBF Augusta, Ga., two insurance firms and general investment firm. Ann. July 26.

KPOJ-AM-FM Portland, Ore. — Seeks transfer of all stock in **KPOJ Inc.** from **Journal Publishing Co.** to Journal Publishing Co.'s common stockholders direct, in proportion to their respective holdings in parent corporation; no financial consideration involved. Ann. July 26.

WMNT Manati, P. R.—Seeks transfer of 50% of stock in Arecibo Bcstg. Corp. from **Raul Santiago Roman** to **Efrain Archilla-Roig** (33 shares), **Pedro R. Roman Collazo** (33 shares), **Ernesto Archilla Rivera** (15 shares), **Luis G. Estades** (9 shares); remaining 30 shares back to corporation as treasury stock. Total consideration to Mr. Roman $40,000. All transferees are presently stockholders in licensee corporation. Ann. July 26.

WWBD Bamberg, S. C.—Seeks assignment of license from **Joe Speidel III** and **Jean W. Speidel**, d/b as **Bamberg County Bcstg. Co.**, to **William V. Whetstone Jr.** for $60,000. Mr. Whetstone is present general manager of WWBD .Ann. July 20.

KFJZ-AM-FM Fort Worth, Tex.—Seeks assignment of license from **Tarrant Bcstg. Co.** to **Texas State Network Inc.**, of which licensee is subsidiary; no financial consideration involved. Ann. July 26.

KRIO McAllen, Tex.—Seeks assignment of license from **Valley Bcstg. Inc.** to **Texas State Network Inc.**, of which licensee is subsidiary; no financial consideration involved. Ann. July 26.

KAMY McCamey, Tex.—Seeks assignment of license from **Joe Martin** to **Don Renault** (two-thirds) and **Jack Bundrant** (one-third), in consideration for cancellation of $20,000 purchase note. Mr. Renault is chief engineer of City of Big Lake, Tex., municipal radio and has owned KBLT Big Lake; Mr. Bundrant is owner of law firm. Ann. July 26.

Hearing cases

FINAL DECISIONS

■ By order, commission made effective immediately Feb. 23 initial decision which looked toward granting applications of Clarke Bcstg. Corp. (WGAU) Athens, WAKE Inc. (WAKE) Atlanta, and Savannah Valley Bcstg. Co. (WBBQ) Augusta, all Ga., to increase daytime power on 1340 kc from 250 w to 1 kw, continued nighttime operation with 250 w; each subject to interference condition; dismissed as moot exception by Polk County Bcstg. Co. and granted Broadcast Bureau exception. Action July 26.

■ By decision, commission denied application of WHAS Inc., to change trans. site of WHAS-TV (ch. 11) Louisville, Ky., from within that city to near Brownsboro, Ky., about 19 miles northeast of Louisville and 58 miles from Lexington, Ky., increase overall height of ant. above ground from 600 feet to 1,859 feet, change type of trans. and make other equipment changes. Issues of proceeding concerned potential air hazard of proposed tower and impact upon uhf tv in Lexington, Ky. Decision stated that failure of one of Lexington uhf stations would contravene third and fourth priorities of sixth report and order through loss by nearly 40,000 persons of their only choice of service and by Lexington's reduction to but one local service. If both Lexington stations were to fail, first and second priorities would be violated in that 61,336 persons would lose their only service, and Lexington would be left without local service. It added: "The very real possibility that either or both Lexington stations would be forced off the air in the event of a grant to WHAS makes it patently clear that violence, rather than observance, of the priorities of the Sixth Report would result from a grant of the instant application, and it is concluded that such would not serve the public interest, convenience, and necessity." Comr. Cross not participating. Aug. 18, 1960 initial decision looked toward this action. Action July 26.

■ Commission gives notice that May 29 initial decision which looked toward granting applications of Booth Bcstg. Co. to increase daytime power of WIOU Kokomo, Ind., from 1 kw to 5 kw, continued operation on 1350 kc, 1 kw-N, DA-2; Truth Radio Corp. (WTRC) Elkhart, Ind., and Tri-City Radio Corp. (WLBC) Muncie, Ind., to increase daytime power from 250 w to 1 kw, continued operation on 1340 kc with 250 w-N; WTRC and WLBC subject to interference condition became effective July 18 pursuant to Sec. 1.153 of rules. Action July 21.

STAFF INSTRUCTIONS

■ Commission directed preparation of document looking toward denying petition by J. B. Falt Jr., for reconsideration of April 12 decision which granted application of Sheffield Bcstg. Co. for new am station to operate on 1290 kc, 1 kw, D, in Sheffield, Ala., and which denied application of Falt for similar facilities. Action July 26.

■ Announcement of this preliminary step does not constitute commission action in such case, but is merely announcement of proposed disposition. Commission reserves right to reach different result upon subsequent adoption and issuance of formal decision.

INITIAL DECISIONS

■ Hearing examiner Annie Neal Huntting issued initial decision looking toward granting application of Miners Bcstg. Service Inc., to increase power of WLSH Lansford, Pa., from 1 kw to 5 kw and install DA, continued operation on 1410 kc, D. Action July 26.

■ Hearing examiner Forest L. McClenning issued initial decision looking toward granting application of Eugene Bcstrs. for new am station to operate on 1320 kc, 1 kw, D, in Eugene, Ore.; engineering conditions. Action July 26.

■ Hearing examiner Thomas H. Donahue issued initial decision looking toward granting petition by Pan American Radio Corp., for leave to amend its am application to substitute revised Sec. III and V concerning financial qualifications and engineering data, accepting amendment, removing from pending file and returning to hearing status and, as amended, granting its application for new am station to operate on 1600 kc, 1 kw, D, in Tucson, Ariz., with engineering condition and conditioned that within 10 days after release of initial decision Pan American file affidavit required by Sec. 1.316(b)(1) of rules which, when received, shall be inserted in record of proceeding. Action July 26.

■ Hearing examiner Walther W. Guenther issued initial decision looking toward granting application of Central Wisconsin Tv Inc., for new tv station to operate on ch. 9 in Wausau, Wis. Action July 20.

■ Hearing examiner Jay A. Kyle issued initial decision looking toward (1) allocating ch. 31 to Evansville, Ind., deleting ch. 7 from that city and assigning it to Louisville, Ky., and (2) modifying cp of Douglas H. McDonald, trustee, to specify operation of WTVW on ch. 31 instead of ch. 7 in Evansville. This proceeding stems from commission's Feb. 26, 1957 report and order in Evansville deintermixture rulemaking proceeding, and order to WTVW to show cause why its authorization should not be modified to specify operation on ch. 31 in lieu of ch. 7. Action July 20.

OTHER ACTIONS

■ Commission adopted decision in Miami ch. 7 proceeding which (1) sets aside Jan. 18, 1956 grant to Biscayne Tv Corp. and orders it to cease operation of WCKT on ch. 7 in Miami on date to be later specified; (2) grants application of Sunbeam Tv Corp. for permit to construct new station to operate on ch. 7 in Miami and denies applications of Biscayne Tv Corp., East Coast Tv Corp., and South Florida Tv Corp.; (3) orders that any license issued upon completion of construction by Sunbeam shall be for period of 4 months; (4) dismissed as moot or denied related pleadings in this proceeding; and (5) further ordered that this decision shall not become effective until further order of commission. Comr. Lee dissented and issued statement; Comr. Craven not participating. Action July 26.

■ By supplemental decision, commission granted application of Star of the Plains Bcstg. Co., for new am station to operate on 1050 kc, 250 w, D, in Slaton, Tex., and application of Plainview Radio for new am station to operate on same frequency with 1 kw, D, DA, in Plainview, Tex. Chmn. Minow, Comrs. Craven and Cross not participating; Comr. Bartley dissented. April 20, 1960 supplemental initial decision looked toward this action. Action July 26.

■ By memorandum opinion and order, commission reopened record in proceeding on application of Spartan Radiocasting Co. for mod. of cp of WSPA-TV (ch. 7) Spartanburg, S. C., to change trans. site from Hogback Mountain to Paris Mountain, make equipment changes, etc., which was protested by Wilton E. Hall (WAIM-TV ch. 40) Anderson S. C., and remanded proceeding to hearing examiner for further evidence and for revision of supplemental decision. Comrs. Lee and Cross dissented. Action July 26.

■ By memorandum opinion and order, commission denied petition by Wireline Radio Inc., for review of examiner's orders and for continuance of hearing date in proceeding on its application for renewal of license of WITT Lewisburg, Pa. Comr. Cross dissented. Action July 26.

■ By order, commission stayed effectiveness of July 11 initial decision which looked toward granting application of Tidewater Bcstg. Inc., for new am station to operate on 940 kc, 10 kw, D, in Smithfield, Va., and denying application of Edwin R. Fischer for same facilities in Newport News, Va., pending further review. Action July 26.

■ By order, on motion of Orange County Bcstg. Corp., after entry into force of U. S.-Mexican Agreement, commission granted increase of power of its station WGNY Newburgh, N. Y. (1220 kc, daytime) from 1 kw to 5 kw and install DA. Order further denied request of Hudson Valley Bcstg. Corp. (WEOK) Poughkeepsie, N. Y., to deny Orange County application. Action July 26.

■ By memorandum opinion and order, commission (1) denied petition by Mt. Holly-Burlington Bcstg. Co., for review of hearing examiner's denial of its petition to make engineering changes in application for new am station in Mt. Holly, N. J., and (2) granted petition by O'Keefe Bcstg. Co. (WBCB) Levittown-Fairless Hills, Pa., party to proceeding, to extent of enlarging issues to determine whether 25 mv/m contour of station proposed by Mt. Holly-Burlington would overlap 25 mv/m oontour of WBCB in violation of Sec. 3.37 of rules and, if so, whether circumstances exist warranting waiver of that section. Action July 26.

■ By memorandum opinion and order, commission granted petition by Greene County Radio, Xenia, Ohio, and enlarged issues to include 307(b) consideration in proceeding on its am application, et al. Action July 26.

■ By memorandum opinion and order, commission granted petition by Carl H. Meyer (WCMY) Ottawa, Ill., and added interference issue as to applicant Rockford Bcstrs. Inc. (WROK) Rockford, Ill. in am proceeding. Action July 26.

■ By order, commission denied petition by its Broadcast Bureau to stay commission notice of June 16 that initial decision of April 26 for grant of application of Cherokee County Radio Station for new am station to operate on 990 kc, 250 w, D, in Centre, Ala., had become effective June 15. Action July 26.

■ By order, commission, on petition by applicant after entry into force of U. S.-Mexican Agreement, made effective that part of Feb. 9, 1960 initial decision and granted application of Cumberland Publishing Co. to increase power of station WLSI Pikesville, Ky., from 1 kw to 5 kw, continued daytime operation on 900 kc. Action July 26.

■ By memorandum opinion and order, commission denied petitions by Nueces Telecasting Co. and Tropical Telecasting Corp. to add issues as to applicant South Texas Telecasting Inc. (KVDO-TV) in Corpus Christi, Tex., tv ch. 3 proceeding.

Chmn. Minow concurred in part and dissented in part and issued statement; Comrs. Bartley and Craven dissented. Action July 26.

■ By memorandum opinion and order, commission denied petition by Lake Zurich Bcstg. Co., Lake Zurich, Ill., for review of examiner's order which denied leave to amend its engineering proposal to show reduction in power of proposed am station from 1 kw to 500 w two hours after sunrise and two hours before sunset, and for oral argument. Action July 26.

■ By memorandum opinion and order, commission denied petition by Portage County Bcstg. Corp., for deletion or clarification of designated dual city issue in proceeding on its application for new am station to operate on 1520 kc, 5 kw, DA, D, in Kent-Ravenna, Ohio, which is in consolidated proceeding. Action July 26.

■ By memorandum opinion and order, commission (1) granted Broadcast Bureau appeal from hearing examiner's refusal to quash notice by Marietta Bcstg. Inc., of its intention to take deposition of its engineering consultant, Robert Hammett in San Francisco, Calif., in proceeding on mod. of license of KERO-TV Bakersfield, Calif., (2) ordered examiner to enter order that deposition shall not be taken but that he afford Marietta reasonable opportunity to produce this engineering evidence in Washington, and (3) dismissed Marietta's request to strike Bureau's supplemental pleading. Comrs. Craven and Cross dissented. Action July 26.

■ By memorandum opinion and order, commission denied petition by WHDH Inc., for reconsideration of May 24 order in Boston, Mass., tv ch. 5 proceeding, and ordered that briefs contemplated by May 24 ruling shall be filed in manner and time specified therein. Action July 20.

■ On request by affiliates of American Bcstg. Co., Columbia Bcstg. System, and National Bcstg. Co., commission extended time for filing comments in tv option time proceeding from Sept. 7 to Oct. 6, and postponed date of oral argument from Sept. 28 to Oct. 27. Action July 19.

■ By letter, commission denied petition by Inter-Cities Bcstg. Co., applicant for new am station in Livonia, Mich., for reconsideration of Dec. 7, 1960 denial of previous petitions to require Peoples Bcstg. Corp. (WGAR) Cleveland, Ohio, to adjust its DA array to conform with "original design." or, in alternative, that WGAR be made to file formal application noting changes in radiation in direction of Livonia. Action July 19.

■ By memorandum opinion and order, commission waived Sec. 1.308 and/or 1.310 of rules and accepted for filing as of date tendered am applications of Golden Strand Bcstg. Co. (WMYB) Myrtle Beach, S. C., requesting increased daytime power on 1450 kc from 250 w to 1 kw, continued nighttime operation with 250 w, and Southern Minnesota Supply Co. (KYSM) Mankato, Minn., for increased daytime power on 1230 kc from 250 w to 1 kw, continued nighttime operation with 250 w. Action July 19.

Routine roundup

■ Commission ordered KPSR Inc., to show cause why its license for fm station KPSR Palm Springs, Calif., should not be revoked because of alleged unauthorized transfer by Richard T. Sampson, then sole licensee, to Peter E. Kohler and Chester A. Humbert to operate main channel and control its programming under three-year contract. Action July 19.

ACTIONS ON MOTIONS

By Chairman Newton N. Minow

■ Granted motion by Taft Bcstg. Co. and corrected in various respects transcript of June 30 oral argument in proceeding on application of WHAS Inc. (WHAS-TV) Louisville, Ky., to change trans. and ant. location. Action July 25.

■ Granted motion by Wabash Valley Bcstg. Corp. (WTHI-TV) Terre Haute, Ind., and corrected in various respects transcript of oral argument in Terre Haute tv ch. 10 proceeding. Action July 17.

By Commissioner T. A. M. Craven

■ Granted joint petition by applicants (KTAG Assoc., et al) and extended to Aug. 11 and Sept. 25 time to file exceptions and replies to initial decision in Lake Charles-Lafayette, La., Tv ch. 3 proceeding. Action July 24.

■ Granted petition by Transcript Press Inc., and Newton Bcstg. Co. and extended time to Sept. 1 to file exceptions to initial decision in proceeding on their applications for new am stations in Dedham and Newton, Mass. Action July 20.

By Chief Hearing Examiner James D. Cunningham

■ Denied petition of Louis W. Skelly for leave to intervene in proceeding on am applications of Radio Quests Inc., Willoughby, and WHOT Inc., (WHOT) Campbell, both Ohio. Action July 21.

■ Scheduled hearing for Oct. 10 in proceeding on applications of San Juan Non-Profit Tv Assn. for three new tv broadcast translator stations to serve Farmington-Bloomfield Highway and Huerfano-Bloomfield Highway areas, Farmington, N. M.; hearing is to be held in Farmington. Action July 20.

■ Granted petition by Broadcast Bureau and changed place of hearing from Washington, D. C., to Lewisburg, Pa., on application of Wireline Radio Inc., for renewal of license of am station WITT Lewisburg, Pa. Hearing is scheduled for July 31. Action July 19.

■ Granted petition by Johnson Bcstg. Corp,. and accepted its late appearance in proceeding on its application and that of Ybor City Bcstg. Co., for new am stations in Ybor City and Indian Rocks Beach, Fla. Action July 19.

■ Scheduled prehearing conferences and hearings in following am proceedings on dates shown: Sept. 8 and 27 on applications of Ouachita Valley Radio Corp., Camden, Ark., et al; Sept. 20 and Oct. 3 on applications of Frank S. Barc Jr., Mesa, Ariz., et al. Action July 18.

■ Granted joint petition by Aubrey H. Ison, Paul C. Masterson, and Stanley R. Bookstein, applicants for new am stations to operate on 1410 kc, 500 w, DA, Ison and Masterson for daytime service and Bookstein unlimited time, in Lompoc, Calif.; approved agreement whereby Ison and Masterson would pay Bookstein $10,200 in partial reimbursement of his expenses in return for withdrawal of his application; dismissed with prejudice Bookstein's application, and granted application of Ison and Masterson. Action July 18.

■ Granted joint petition by Ebony Enterprises Inc., and William Norman Peal, applicants for new daytime am stations to operate on 1590 kc, Ebony with 1 kw and Peal with 500 w, in Chadbourn, N. C., for approval of agreement whereby Ebony would pay Peal up to $1,500 in consideration of dismissal of his application; dismissed application of Peal with prejudice; retained in hearing status Ebony application. Action July 18.

■ Scheduled oral argument for July 19 on petition by Broadcast Bureau for field hearing on application of Wireline Radio Inc., for renewal of license of am station WITT Lewisburg, Pa., and applicant's opposition thereto. Action July 18.

By Hearing Examiner Basil P. Cooper

■ Granted motion by Sunshine State Bcstg. Inc. (WBRD) Bradenton, Fla., to correct its exhibit 1 and noted correction in proceeding on its am application. Action July 24.

■ Granted petition by Broadcast Bureau and extended from July 14 to July 21 time to file proposed findings in proceeding on am application of Sunshine State Bcstg. Inc. (WBRD) Bradenton, Fla. Action July 18.

By Hearing Examiner Thomas H. Donahue

■ Granted petition by Broadcast Bureau and extended time to file proposed findings from July 24 to July 31 in proceeding on am applications of Value Radio Corp. (WOSH) Oshkosh, and Howard Miller Enterprises and Consultants Inc. (WGEZ) Beloit, both Wis. Action July 24.

■ Granted motions by Broadcast Bureau and by Pan American Radio Corp. and corrected as requested transcript in proceeding on application of Pan American Radio Corp. for new am station in Tucson, Ariz. Action July 21.

By Hearing Examiner Asher H. Ende

■ After July 14 prehearing conference in proceeding on application of Wireline Radio Inc., for renewal of license of am station WITT Lewisburg, Pa., modified procedural dates, and further rescheduled July 24 hearing for July 31, in Washington, D. C., unless different place is fixed by chief hearing examiner in any order he may issue in response to petition for change of hearing sites filed by Broadcast Bureau. Action July 18.

By Hearing Examiner Millard F. French

■ To formalize ruling made on record, ordered that petition by Cosmopolitan Bcstg. Corp., Newark, N. J., for leave to amend to effectuate merger agreement of April 19 between Suburban Bcstg. Inc. and Camden Bcstg. Co., two former applicants in this fm proceeding, is granted and amendment is accepted. Action July 19.

By Hearing Examiner Isadore A. Honig

■ On own motion, scheduled further hearing for Sept. 13 in proceeding on applications of The News-Sun Bcstg. Co. and Radio America for new fm stations in Waukegan and Chicago, Ill. Action July 24.

■ Upon petition by Broadcast Bureau, ordered *nunc pro tunc*, that its extension petition is granted and date for filing proposed findings is extended as to all parties from July 21 to July 31, and on own motion date for filing replies is extended from Aug. 3 to Aug. 16 in proceeding on applications of Robert F. Neathery and Radio Co. of Texas County for new am stations in Houston, Mo. Action July 24.

■ Denied request by George Shane for further continuance of July 31 hearing in proceeding on his application for new am station in Victorville, Calif. Action July 20.

By Hearing Examiner Annie Neal Huntting

■ Granted motion by Cornbelt Bcstg. Co. (WHOW) Clinton, Ill., received in evidence its exhibit 3, and closed record in consolidated am proceeding. Action July 20.

■ Granted petition by Miners Bcstg. Service Inc. (WLSH) Lansford, Pa., and severed its am application from consolidated am proceeding. Action July 20.

■ Granted motion by Pontotoc Bcstg. Co. and ordered that applicants shall exchange their proposed hearing exhibits and give notice of taking of depositions, if any, by Aug. 8, and parties shall advise which, if any, witnesses are desired for cross-examination and exchange contemplated rebuttal exhibits, if any, by Aug. 25 in proceeding on Pontotoc's application, et al., for new am stations in Tupelo and Pontotoc, Miss. Action July 18.

■ Granted petitions by Voice of Three Rivers, Three Rivers, Mich., Community Service Bcstrs. Inc., Ypsilanti, Mich., Tv Corp. of Michigan Inc., Jackson, Mich., to extent of severing from consolidated am proceeding their applications and closed record on three applications at end of July 18 hearing; individually severed from each other three mentioned applications. Action July 18.

■ Granted petition, motion and supplement to motion by Regional Bcstg. Co., Halfway, Md. to extent of accepting amendment of its am application to reflect merger agreement with George Fishman and to supply other pertinent information; incorporated into record May 24 joint request for approval of agreement with attachments, and June 2 joint petition for approval of agreement and correction thereof, and closed record in consolidated am proceeding; proposed findings for group I may be filed within 20 days from closing of record and replies within 10 days thereafter, and for group II within 30 days from closing of record and for replies within 15 days thereafter. Action July 17.

By Hearing Examiner H. Gifford Irion

■ Granted motion by Herbert Muschel and corrected transcript of hearing to extent proposed in proceeding on his application and those of Independent Bcstg. Co. and New Bcstg. Inc., for new fm stations in New York, N. Y. Action July 21.

■ On own motion, continued July 25 hearing to July 26 in proceeding on application of Anthony C. and Alfred A. Morici, Carol McNamee, Marianne Aiassa and Abraham R. Ellman for transfer of control of KGMS Inc. (KGMS) Sacramento, Calif., to Capitol Bcstg. Co. Action July 21.

■ Scheduled further hearing for Sept. 11 in proceeding on applications of Radio Crawfordsville Inc., for new am station in Crawfordsville, Ind., et al. Action July 21.

■ Rescheduled Sept. 15 hearing for Oct. 9 in proceeding on fm applications of Lakeshore Bcstg. Inc., Racine, Wis., et al. Action July 20.

■ Ordered that reply findings will be received up to and including Aug. 18 in proceeding on applications of Herbert Muschel, Independent Bcstg. Co., and New Bcstg. Inc., for new fm stations in New York City. Action July 19.

By Hearing Examiner Jay A. Kyle

■ Rescheduled July 21 prehearing conference for Sept. 14 in proceeding on applications of Chronicle Publishing Co. (KRON-TV) and American Bcstg.-Paramount Theatres Inc. (KGO-TV) San Francisco, Calif., for cps to increase ant. heights. Action July 17.

By Hearing Examiner David I. Kraushaar

■ Reopened record in proceeding on applications of Creek County Bcstg. Co., for new am station in Sapulpa, Okla., et al., and scheduled prehearing conference for July 28. Action July 21.

■ On own motion, cancelled July 26 further hearing, closed record, subject to appropriate motion to reopen at future date, and ordered that proposed findings shall be filed by parties by Aug. 14 in matter of mod. of license of Marietta Bcstg. Inc. (KERO-TV ch. 10) Bakersfield, Calif. Action July 19.

■ On own motion, reaffirmed previous memorandum opinion and order which denied motion by Broadcast Bureau to quash Marietta Bcstg. Inc. (KERO-TV ch. 10) Bakersfield, Calif., notice to take testimony of Robert Hemmett, its engineering consultant, in matter of mod. of its license. Action July 17.

■ Granted petition by WGRY Inc. (WGRY) Gary, Ind., and reopened record on its am application, et al., for sole purpose of receiving its exhibit 3 in evidence and closed record. Action July 17.

■ Granted petition by Central Wisconsin Bcstg. Inc. (WCCN) Neillsville, Wis., and reopened record in proceeding on its am application et al for sole purpose of receiving in evidence its exhibit 3 and closed record. Action July 17.

By Hearing Examiner Forest L. McClenning

■ Received in evidence applicant's hearing exhibit 1 and closed record in proceeding on application of Eugene Bcstrs. for new am station in Eugene, Ore.; granted petition by applicant for leave to amend to show withdrawal of Robert Sherman from joint venture and corporation to be formed under point venture agreement and assumption by remaining parties equally of financial commitment of member withdrawing. Action July 17.

By Hearing Examiner Herbert Sharfman

■ On request of applicant and without objection by Broadcast Bureau, extended time for filing proposed findings from Aug. 1 to Aug. 9 in proceeding on application of College Radio for new am station in Amherst, Mass. Action July 25.

■ Cancelled hearing tentatively scheduled for July 25 and closed record in proceeding on am application of Peach Bowl Bcstrs. Inc. (KYBA) Yuba City, Calif. Action July 21.

■ Received in evidence North Suburban Radio Inc. exhibits 9 and 10 and closed record of hearing in group II-A of consolidated am proceeding on its application for new station in Highland Park, Ill., et al. Action July 17.

By Hearing Examiner Elizabeth C. Smith

■ Scheduled further prehearing conference for September 7, continued July 24 hearing to October 18, and dismissed as moot petition by applicant for indefinite continuance of hearing in proceeding on application of Melody Music Inc., for renewal of license of WGMA Hollywood, Fla. Action July 18.

BROADCAST ACTIONS
by Broadcast Bureau

Actions of July 25

WOHI East Liverpool, Ohio—Granted assignment of cp to Constrander Corp.

■ Granted licenses for following fm stations: KMUZ Santa Barbara, Calif., KFMN Abilene, Tex., WABI-FM Bangor, Me.

■ Granted licenses for following am stations: KDOL Mohave, Calif.; KVSH Valentine, Neb., and specify trans.

WWRI West Warwick, R. I.—Granted license to use old main trans. (main trans. location) as auxiliary trans. daytime hours and alternate main trans. nighttime hours.

WSWW Platteville, Wis.—Granted license covering change in hours of operation and installation of DA for nighttime use; condition.

KMUL Muleshoe, Tex.—Granted license covering increase in power.

KCUL Fort Worth, Tex.—Granted license covering increase in daytime power, installation new trans. for daytime use, new trans. for nighttime use (2 main trans.), make changes in DA system and change main studio location.

WGL Fort Wayne, Ind.—Granted license covering installation of new main trans.

■ Granted licenses covering increase in power and installation of new trans. for following stations: KLIQ Portland, Ore., and KUKU Willow Spring, Mo.

WSMN Nashua, N. H.—Granted license covering change of hours of operation and change to DA night and day.

WCRB Waltham, Mass.—Granted license covering increase in nighttime power and changes in nighttime DA pattern.

■ Granted licenses covering increase in daytime power and installation of new trans. for following stations: WSNY Schenectady, N. Y., WHLB Virginia, Minn., WBRK Pittsfield, Mass., WTVL Waterville, Me., KLAK Lakewood, Colo.

KOL Seattle, Wash.—Granted mod. of cp and license to change name to Seattle Bcstg. Co.

KAZZ(FM) Austin, Tex.—Granted cp to move ant-trans. and studio location, install new ant., make changes in ant. system (increase height), increase ERP to 840 w, and decrease ant. height to 64 ft.; waived Sec. 3.204 of rules to permit use of 250 w trans.

KROY Sacramento, Calif.—Granted mod. of cp to change type trans.

KBLJ Dalton, Ga.—Granted mod. of cp to change type trans.

KOL-FM Seattle, Wash.—Granted mod. of cp to change name to Seattle Bcstg. Co.

KFNF Shenandoah, Iowa—Granted extension of authority to Oct. 1 to sign-off at 7:15 p.m., Mondays through Saturdays and at 7:30 p.m. on Sundays except for special events when station may operate to licensed sign-off time.

KOL-FM Seattle, Wash.—Granted extension of completion date to Sept. 1.

Actions of July 24

City of Darlington, Wis.—Granted cps for new uhf tv translator stations on chs. 74 and 82 to translate programs of WKOW-TV (ch. 27) and WMTV (ch. 33), both Madison, Wis.; conditions.

WMAC Metter, Ga.—Remote control permitted.

WMAQ Chicago, Ill.—Granted licenses covering installation of new trans. as auxiliary trans., and installation of new main trans. (change of type number), conditions; without prejudice to whatever action commission may deem appropriate in light of any information developed in pending inquiry concerning compliance with Sec. 317 of Communications Act, and to such action as commission may deem warranted as result of its final determinations with respect to: (1) conclusions and recommendations set forth in report of network Study Staff; (2) related studies and inquiries now being considered or conducted by commission; and (3) pending antitrust matters.

WLS Chicago, Ill.—Granted mod. of license to operate main trans. by remote control; without prejudice to whatever action commission may deem appropriate in light of any information developed in pending inquiry concerning compliance with Sec. 317 of Communications Act, and to such action as commission may deem warranted as result of its final determinations with respect to: (1) conclusions and recommendations set forth in report of Network Study Staff; (2) related studies and inquiries now being considered or conducted by commission; and (3) pending antitrust matters.

WRC Washington, D. C.—Granted mod. of license to operate trans. by remote control while using DA; conditions, and without prejudice to whatever action commission may deem appropriate in light of any information developed in pending inquiry concerning compliance with Sec. 317 of Communications Act, and to such action as commission may deem warranted as result of its final determinations with respect to: (1) conclusions and recommendations set forth in report of Network Study Staff; (2) related studies and inquiries now being considered or conducted by commission; and (3) pending antitrust matters.

KOOL-TV Phoenix, Ariz.—Granted cp to install auxiliary trans. at main trans. site.

KFAX San Francisco, Calif.—Granted mod. of cp to change type trans. (daytime).

KFAX San Francisco, Calif.—Granted extension of completion date to Nov. 22.

Actions of July 21

■ Granted licenses for following am stations: WFFF Columbia, Miss.; and KSDR Watertown, S. D.

■ Granted licenses covering increase in daytime power and installation of new trans. for following stations: WFOM Marietta, Ga., KBUN Bemidji, Minn., WMSA Massena, N. Y., WBKV West Bend, Wis., KNUZ Houston, Tex.

WMAX Grand Rapids, Mich.—Granted license covering move of ant. and changes in ant. and ground systems.

KWHN Fort Smith, Ark.—Granted license covering installation of new trans.

WCSH Portland, Me.—Granted license covering installation of new type trans.

WMSA Massena, N. Y.—Granted license covering installation of old main trans. (old main trans. location) as auxiliary trans. daytime and alternate main trans. nighttime.

WEXL Royal Oak, Mich.—Granted license covering installation of new trans.

WABC New York, N. Y.—Granted mod. of license to operate main trans. by remote control; without prejudice to such action as commission may deem appropriate in light of any information developed in pending inquiry concerning compliance with Sec. 317 of Communications Act, and to such action as commission may deem warranted as result of its final determinations with respect to: (1) conclusions and recommendations set forth in report of Network Study Staff; (2) related studies and inquiries now being considered or conducted by commission.

Central Montana Tv Assn. Lewistown, Mont.—Granted cps for new uhf tv translator stations on chs. 74 and 70 to translate programs of KGHL-TV (ch. 8) Billings and KFBB-TV (ch. 5) Great Falls, both Mont.

WCRT Birmingham, Ala.—Granted mod. of license to change main studio and establish new remote control point at studio location (four remote control points).

WEEP Pittsburgh, Pa.—Granted mod. of license to change studio location and remote control point.

WOCB West Yarmouth, Mass.—Granted cp to install old main trans. at main trans. site for auxiliary purposes.

KFJB Marshalltown, Iowa—Granted cps to install new trans.; and old main trans. as auxiliary trans.

WOL Washington, D. C.—Granted cp to install old main trans. at present main trans. site as auxiliary trans.

WKIX Raleigh, N. C.—Granted cp to replace expired permits for installation of auxiliary trans. at main trans. location.

KXXX Colby, Kan.—Granted cp to make changes in trans. equipment (frequency control equipment).

WRDO Augusta, Me.—Granted cp to install alternate main trans. at main trans. location.

KACL Santa Barbara, Calif.—Granted mod. of cp to change ant.-trans. location, make changes in ant. (decrease height), and delete request for remote control operation.

KUTY Palmdale, Calif.—Granted mod. of cp to change type trans.; condition.

KODA Houston, Tex.—Granted mod. of cp to make changes in DA pattern, change type trans., and specify studio location.

■ Following stations were granted extensions of completion dates as shown: KUTY Palmdale, Calif., to Oct. 15; KACL Santa Barbara, Calif., to Oct. 25; WRUN-TV Utica, N. Y., to Sept. 15; KGUD Santa Barbara, Calif., to Nov. 25, and granted waiver of tower painting requirements; KODA Houston, Tex., to Sept. 1 and WINE (FM) Pittsburgh, Pa., to Sept. 15.

WRJC Mauston, Wis.—Rescinded July 10 action which granted extension of completion date to Oct. 22 and replaced authorization but without prejudice to such further action as commission may deem warranted in light of petition to stay and revoke cp filed July 14 by Tomah-Mauston Bcstg. Inc.

Actions of July 20

■ Granted licenses for following fm stations: KNEB-FM Scottsbluff, Neb., KHVR Bijou, Calif., KDB-FM Santa Barbara, Calif., WVOT-FM Wilson, N. C., ERP 23 kw, KFRC-FM San Francisco, Calif., with remote control, KTBC Austin, Tex., ERP 93.6 kw, ant. height 1,057 ft.

■ Granted licenses for following non-commercial educational fm stations: *WTBS Cambridge, Mass., *KTXT-FM Lubbock, Tex., *WFCR Amherst, Mass.

WSPR Springfield, Mass.—Granted license to use old main trans. as alternate main trans. nighttime and auxiliary trans. daytime.

WHEC Rochester, N. Y.—Granted license to use old main trans. as alternate main trans. with remote control operation.

WTXL West Springfield, Mass.—Granted licenses to use old main trans. as main trans. night and auxiliary daytime; increased daytime power, installation DA-D, new trans. and new ground system, specify trans. as main trans. day and auxiliary trans. night.

WDBM Statesville, N. C.—Granted license covering installation of new trans. as alternate main trans. with remote control operation.

WAMO Pittsburgh, Pa.—Granted license covering increased power, change ant.-trans. and studio location, deletion of remote control operation, installation directional ant., new trans., changes in ground system and change of station location; condition.

WSPR Springfield, Mass.—Granted license covering increase of daytime power, installation of new trans., and change from DA-1 to DA-2.

WLAV Grand Rapids, Mich.—Granted license covering increase in daytime power.

WLAN-FM Lancaster, Pa.—Granted license covering installation of new trans.

WQXT-FM Palm Beach, Fla.—Granted license covering increase in ERP and installation of new trans.

WBUF(FM) Buffalo, N. Y.—Granted license covering installation of new ant. and changes in ant. system.

WYSL-FM Amherst, N. Y.—Granted license covering changes in ERP, ant. height, trans. and studio location and remote control point and side mount fm ant. on am tower; ERP 4.9 kw.

WHOH-FM Hamilton, Ohio—Granted license covering installation of new trans. and decrease in ERP.

WLDM(FM) Detroit, Mich.—Granted license covering increase in ERP, decrease in ant. height, and installation of new trans. and ant.

***KOSU-FM Stillwater, Okla.**—Granted license covering change in ant.-trans. location and change ant. and type trans.

WGBH-FM Boston, Mass.—Granted license covering installation of new trans. and increase in ERP.

***KANU(FM) Lawrence, Kan.**—Granted license covering installation of new ant. and increase in ERP; ERP 108 kw.

KPLI(FM) Riverside, Calif.—Granted license covering installation of new trans.

WHEC Rochester, N. Y.—Granted license covering installation of new trans.

KABC Los Angeles, Calif.—Granted licenses covering installation of new main and auxiliary trans.; without prejudice to whatever action commission may deem appropriate in light of any information developed in pending inquiry concerning compliance with sec. 317 of Communications Act, and to such action as commission may deem warranted as result of its final determinations with respect to: (1) conclusions and recommendations set forth in report of Network Study Staff; (2) related studies and inquiries now being considered or conducted by commission.

WCBA Corning, N. Y.—Granted mod. of license to change name to WCBA Radio Inc.

■ Granted renewal of licenses of following stations under delegated authority pursuant to Sec. 0.241 of Statement of Delegations of Authority (first such staff actions):

WAPO Chattanooga, Tenn.; WATO Oak Ridge, Tenn.; WBMC McMinnville, Tenn.; WCDT Winchester, Tenn.; WCLE Cleveland, Tenn.; WCYN Cynthiana, Ky.; WDKN Dickson, Tenn.; WDXE Lawrenceburg, Tenn.; WEKR Fayetteville, Tenn.; WEMB Erwin, Tenn.; WEOA Evansville, Ind.; WEPG South Pittsbug, Tenn.; WETB Johnson City, Tenn.; *WETL(FM) South Bend, Ind.; *WFCI(FM) Franklin, Ind.; WFIU(FM) Bloomington. Ind.; WFMB(FM) Nashville, Tenn.; WFMG(FM) Gallating, Tenn.; WFMS (FM) Indianapolis, Ind.; WFMW Madisonville, Ky.; *WFPL(FM) Louisville, Ky.; WGBF Evansville, Ind.; *WGCS(FM) Gashen, Ind.; *WGRE(FM) Greencastle, Ind.; WGRV-FM Greenville, Tenn.; WHBU Anderson, Ind.; WHDM McKenzie, Tenn.; WHER Memphis, Tenn.; WHLT Huntington, Ind.; *WIAN(FM) Indianapolis, Ind.; WEIL Elizabeth, Ky.; WIKY-AM-FM Evansville, Ind.; WITE Brazil, Ind.; WITZ Jasper, Ind.; WJAK Jackson, Tenn.; WJIG Tullahoma, Tenn.; WJZM Clarksville, Tenn.; WKBJ Milan, Tenn.; WKBV Richmond, Ind.; WKIN Kingsport, Tenn.; WKOA Hopkinsville, Ky.; WKRM Columbia, Tenn.; WLAR Athens, Tenn.; WLBC Muncie, Ind.; WLIJ Shelbyville, Tenn.; WILK Newport, Tenn.; WMSK Morganfield, Ky.; WMTS Murfreesboro, Tenn. WMUN (FM) Muncie, Ind.; WNDU South Bend, Ind.; WNGO Mayfield, Ky.; WNOO Chattanooga, Tenn.; WNOX Knoxville, Tenn.; WNTT Tazewell, Tenn.; WOMI-AM-FM Owensboro, Ky.; WORX-FM Madison, Ind.; WPAD-AM-FM Paducah, Ky.; WPKY Princeton, Ky.; *WPSR(FM) Evansville, Ind.; WRSW-AM-FM Warsaw, Ind.; WSFC Somerset, Ky.; *WSKS(FM) Wabash, Ind.; WSM Nashville, Tenn.; WSON Henderson, Ky.; WTCJ Tell City, Ind.; WTCO Campbellsville, Ky.; WTHI Terre Haute, Ind.; WTJS WTJS-FM, Jackson, Tenn.; WTPR Paris, Tenn.; WTRC-AM-FM Elkhart, Ind.; WTTL Madisonville, Ky.; *WUOT(FM) & aux., Knoxville, Tenn.; WVJS-FM Owensboro, Ky.; *WVSH(FM) Huntington, Ind.; WXLW Indianapolis, Ind.; WZYX Cowan, Tenn.; WCOR Lebanon, Tenn.; WFIE-TV Evansville, Ind.; WJHL-TV Johnson City, Tenn.; WLBC-TV Muncie, Ind.; WNDU-TV South Bend, Ind.; WSBT-TV South Bend, Ind.; WSJV(TV) Elkhart, Ind.; WBAA West Lafayette, Ind.; WBGN Bowling Green, Ky.; WBTO Linton, Ind.; WCBL Benton, Ky.; WCMI-AM-FM Ashland, Ky.; WCSI Columbus, Ind.; WDBL Springfield, Tenn.; WDNT Dayton, Tenn.; WEZJ Williamsburg, Ky.; WFBM-AM-FM Indianapolis, Ind.; WFKN Franklin, Ky.; WHIN Gallatin, Tenn.; WHIR Danville, Ky.; WHOP Hopkinsville, Ky.; WHUB Cookeville, Tenn.; WIBC Indianapolis, Ind.; WIRV Irvine, Ky.; WJCD Seymour, Ind.; WJPS Evansville, Ind.; WJSO Jonesboro, Tenn.; WKAY Glasgow, Ky.; WKCT Bowling Green, Ky.; WKGN Knoxville, Tenn.; WKJG Fort Wayne, Ind.; WKLO Louisville, Ky.; WKSR Pulaski, Tenn.; WLAC Nashville, Tenn.; WMMT McMinnville, Tenn.; WMST Mount Sterling, Ky.; WMTA Central City Ky.; WOCH North Vernon, Ind.; WORM Savannah, Tenn.; WPKE Pikeville, Ky.; WREC, WRKH Rockwood, Tenn.; WRVK Mount Vernon, Ky.; WSAL Logansport, Ind.; WSMT Sparta, Tenn.; WTCR Ashland, Ky.; WVLK Lexington, Ky.; WWCA Gary, Ind.; WGRY Gary, Ind.; WBBC(FM) Crawfordsville, Ind.; WCTW-FM New Castle, Ind.; WFMW-FM Madisonville, Ky.; WITZ-FM Jasper, Ind.; WKOF(FM) Hopkinsville, Ky.; WMC-FM Memphis, Tenn.; WRAY-FM Princeton, Ind.; WSIX-FM Nashville, Tenn.; WSON-FM Henderson, Ky.; *WBST(FM) Muncie, Ind.; WATE-TV Knoxville, Tenn.; WEHT(TV) Evansville, Ind.; WFAM(TV) Lafayette, Ind.; WFBM-TV Indianapolis, Ind.; WHAS-TV Louisville, Ky.; WHBQ-TV Memphis, Tenn.; WKJG-TV Fort Wayne, Ind.; WLAC-TV Nashville, Tenn.; WLEX-TV Lexington, Ky.; WMCT(TV) Memphis, Tenn.; WREC-TV Memphis, Tenn.; WSIX-TV Nashville, Tenn.; *WKNO (TV) Memphis, Tenn.; KNOC Natchitoches, La.; KVIM New Iberia, La.; KVMA Magnolia, Ark.; WDNC-FM Durham, N. C.; WBAW Barnwell, S. C.; WCHK Canton, Ga.; WGBR Goldsboro, N. C.; WIFM-AM-FM Elkin, N. C.; WKEU Griffin, Ga.; WABV Abbeville, S. C.; WORG Orangeburg, S. C.; WRCD Dalton, Ga.; KCCB Corning, Ark.; WMSL-TV Decatur, Ala.; WABB Mobile, Ala.; KBRI Brinkley, Ark.; KADL Pine Bluff, Ark.; WAYZ-AM-FM Waynesboro, Pa.; KELD El Dorado, Ark.; KVOM Morrilton, Ark.; KVRC Arkadelphia, Ark.; KWRF Warren, Ark.; WATP Marion, S. C.; WBHP Huntsville, Ala.; WBLE Batesville, Miss.; KDBC Mansfield, La.; WDOB Canton, Miss.; WDSC Dillon, S. C.; WFVA Fredericksburg, Va.; WIS Columbia, S. C.; WJAY Mullins, S. C.; WJBF-TV Augusta, Ga.; WKIK Leonardtown, Md.; WLSM Louisville, Miss.; WMGA Moultrie, Ga.; WNSL-AM-FM Laurel, Miss.; WPAQ Mount Airy, N. C.; WROD Daytona Beach, Fla.; WWWR Russellville, Ala.; WXTN Lexington, Miss.; WKTG Thomasville, Ga.; WRMT Rocky Mount, N. C.; WSDB Homestead, Fla.

Actions of July 19

Parker Tv Translators Parker, Ariz.—Granted cp for new uhf tv translator station to operate on ch. 72 to translate programs of KVAR and KPHO-TV (chs. 12 and 5) Phoenix, Ariz.; condition.

■ Granted licenses for following am stations: KKAR Pomona, Calif.; WSIZ Ocilla, Ga.; KLID Poplar Bluff, Mo.

■ Granted licenses for following fm stations: WPRW-FM Manasas, Va.; KZUN-FM Opportunity, Wash.; WFAA-FM Dallas, Tex.

WORD Spartanburg, S. C.—Granted license covering increase in daytime power, changes in daytime DA pattern, and installation of new trans.

KRLD Dallas, Tex.—Granted license covering installation of new trans. as alternate main trans.

WMGM New York, N. Y.—Granted license covering installation of new auxiliary trans. and increase in power.

WIRY Plattsburgh, N. Y.—Granted license to use old main trans. as auxiliary trans. at main trans. site.

WHLM Bloomsburg, Pa.—Granted license to use presently licensed trans. as alternate main trans.

KBRZ Freeport, Tex.—Granted license covering installation of new trans., change of studio location and operation by remote control.

WCSC Charleston, S. C.—Granted license covering installation of new type trans.

WBAB Babylon, N. Y.—Granted license covering increase in power and installation

Continued on page 91

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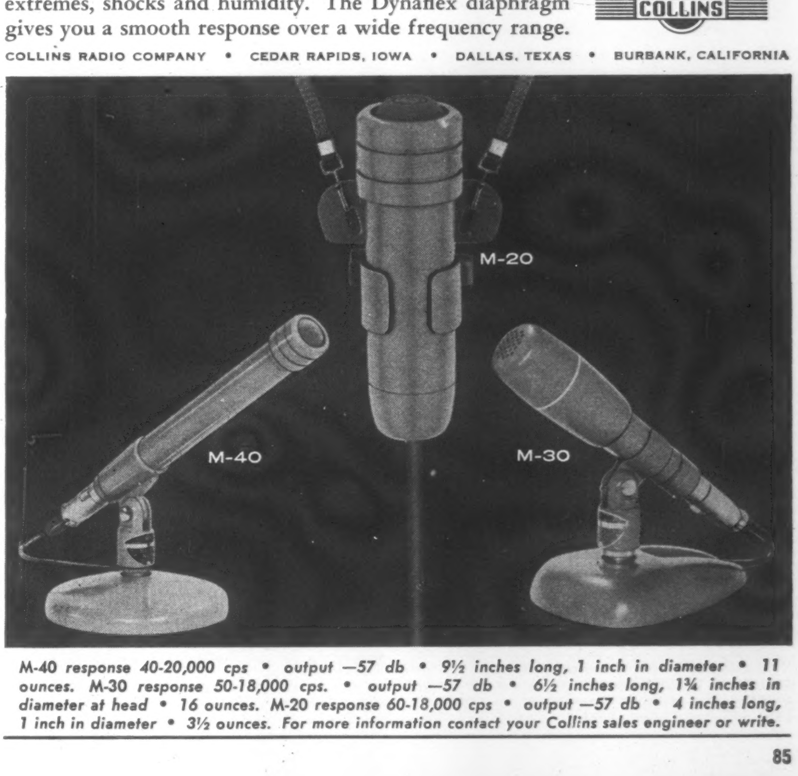

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Opportunity in large Texas market for energetic, persuasive radio salesman. Box 275G, BROADCASTING.

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Excellent opportunity for experienced, creative account executive in major market area. Potential earnings between $15,000 and $20,000 yearly. Protected account list. Must have good track record in selling retail radio. Only qualified, responsible applicants will be considered. Box 404G, BROADCASTING.

Help wanted, salesman. Minimum five years experience in midwest. Order takers do not apply. Position offers immediate commissions on average $3,500 billing. Has gone as high as $4,700. Good solid midwest station, in business 38 years. Sickness and health insurance, vacations, credit union, and retirement plans. Position open September 15, 1961. Box 411G, BROADCASTING.

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Salesman who can and will make sales consistently and will service accounts. Must be completely sold on radio. Initiative, courage and hard work will be rewarded. RAB and other sales aids provided, backed by heavy advertising and promotion. Some local billing and good account list will be turned over to man who will build permanent future. Florida coastal, prestige, good music, network station. Highest rate card in town. No deviation. Box 433G, BROADCASTING.

Unusual opportunity for a man who can sell in a competitive market. Salary plus commission. Top rated Virginia 5000 watter. If you can sell, sales manager job open to you. Box 456G, BROADCASTING.

Experienced time salesman from Texas, Louisiana, or Oklahoma area for growing market. Liberal draw against 15 percent plus car allowance. KBRZ, Freeport, Texas.

Help Wanted—(Cont'd)

Sales

Southwest independent metropolitan market. Box 439G, BROADCASTING.

Wanted: Ambitious young family man with sales and other radio experience who can qualify to purchase KCVL Radio; 1000-watts daytime, 1270 kc, Mutual affiliate, single-station market, beyond five figures annual net, 5½ years old, goes complete in every detail, for a realistic price. Founder-owner answering federal appointment. Your interest is invited. KCVL Radio, P.O. Box 208, Colville, Washington.

Young, aggressive salesman, 25-35, with first class license. Good position at group station with superior ratings. New equipment. Write now—right now—resume to Al Evans, KOKA, Shreveport, La.

Move up now! Staff expanding! KGNO and KTVC need mature, stable, experienced personnel. Competitive market, first class facilities dominant stations in western Kansas. If you can produce, we want you! One television salesman, and one radio salesman—aggressive, creative. Get in on ground floor of top-notch sales organization—assume current accounts. Company car and other benefits. One television announcer and two radio announcers: No kids! Area has all the screaming and desk-pounders it can handle. TV man must do news-weather on and off camera. Radio man must work own board; be alive on copy and ad-lib. One copywriter: Accept responsibility, write intelligent copy. Excellent pay and future for hustlers. We're interviewing now. Send resume to: Wendell Elliott, General Manager, KTVC-KGNO, Box 157, Dodge City, Kansas.

Manager-salesman for established remote studio. 60% share of audience in prosperous county seat town of 6,000. KXGI, Fort Madison, Iowa.

North Carolina 5000 watter needs experienced salesman or salesman-announcer. Salary and commission. Car and aggressiveness necessary. Box 1119, WBBB, Burlington, North Carolina.

In Michigan's leading market for business activity, daytime net affiliate adding salesman, 25-35, with at least 2 years experience. Salary plus commission. Michigan-Indiana men preferred. Personal interview required. Contact General Manager, Mr. Butler, WKLZ, Kalamazoo.

Pittsburgh area—Show, good music, jazz am station expanding sales staff. Prefer account executive with announcing experience. Salary and commission. Send complete resume to WKPA, New Kensington, Pa.

Executive type radio salesman to join OK Group. Openings in New Orleans, Baton Rouge, or Moible. Aggressive man with experience in selling radio, television or newspaper advertising preferred. Opportunity to advance to assistant manager of an OK Group station and earn $7500 to $12,000. Good starting salary, commission, incentive bonus, insurance. Send complete details including amount of billing handled, photo, history to: The OK Group, 505 Baronne St., New Orleans, La.

Announcers

Experienced morning man with sales interest wanted. Good pay for right man. Pleasant living. middle of road music. Send tape, resume and minimum at once. Box 258G, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Needed . . . a good commercial announcer with a minimum of 2 years experience. Willing to start at $85 for a 48 hour week with regular raises. Opportunity for advancement. Medium sized eastern Pennsylvania market. Personal interview necessary . . . but first, send tape and resume to: Box 177G, BROADCASTING.

Young, mature announcer, versatile, willing to follow format, but who also is idea man and can be asset to new, growing station in a two station market. Send tape, background in first letter. Box 222G, BROADCASTING.

Wanted . . . announcer with mature delivery for metropolitan southwestern market. Must have well rounded experience enabling running good tight informal disc show. Looking for personality, not screaming meemies. Reply sending tape, references, etc. to Box 251G, BROADCASTING.

A leading major market group operation needs a top-notch D.J. September 1. Outstanding opportunity for the right man. Experience in modern radio in at least a medium-sized market necessary. Send complete resume and air check. Sorry, no tapes returned. Box 264G, BROADCASTING.

Network affiliate in Huntington, West Virginia, looking for intelligent, funny, capable, imaginative, creative, lively announcer. Send tape and complete information. Box 269G, BROADCASTING.

Twenty to thirty year old radio announcer wanted for adult station. Good southeast market. Bright, enhusiastic but mature. Send tape, resume, and picture to Box 274G, BROADCASTING.

First class ticket. Personality. Adult radio, modern and country-western music. Metropolitan. southwestern market. Box 279G, BROADCASTING.

If you are a good versatile sports announcer and you can run a great dj show as well, mail us your proposition along with tape, resume, and photograph. Box 289G, BROADCASTING.

Alert first phone personality for adult programming with tight production. Modern station and equipment, including cartridge tapes. Pleasant midwestern city with good climate. Excellent schools and hospitals. Living accommodations available if desired. Salary open. Air mail tape, photo, resume to Box 299G, BROADCASTING.

Morning man with personality for top rated Boston top 40 radio. Rush tape, resume. Box 962F, BROADCASTING.

Big opportunity in America's 6th biggest market for experienced dj. Must be bright, a swinger, understand modern radio, tight production. Tape, resume. Box 963F, BROADCASTING.

Indiana medium market opening—Solidly experienced announcer with programming know-how and production talent. 1st ticket would help but not essential. Box 366G, BROADCASTING.

Announcer-dj. New England, 5,000 watts. Send audition tape and resume. Box 386G. BROADCASTING.

Combo Spanish announcer—radio operator with first class license for metropolitan New York station. Send audition tape. Write Box 389G, BROADCASTING.

Radio actors for free lance ad agency work, must do voices. Strong on comedy. On call from Washington, D. C. area. Send tape and resume to: Dough Bailey, Dough Bailey adv., 142 Congressional Lane, Rockville, Md.

Help Wanted—(Cont'd)

Announcers

Morning man, experienced. Smooth, adult. Long Island. Send tape, resume. Box 418G, BROADCASTING.

Announcer—1st class phone. Personality man with adult ideas. Start at $125.00. Central states, medium market. Box 440G, BROADCASTING.

Announcer with limited experience learn while you earn, we'll teach you. Station located in western North Carolina near beautiful Great Smokey Mountains. Air conditioned studios, modern equipment and mobile unit. Box 457G, BROADCASTING.

Experienced announcer with first phone to install new 5000 watt am. Engineering experience necessary. Chief engineer-announcer duties. Rush tape, resume, snapshot to WEEE, 90 State Street, Albany, N. Y.

Experienced announcer for modern but not "top 40" group—owned station. Married, stable, versatile for permanent job. Pleasant city adjacent Youngstown. Excellent living conditions. Congenial staff, many with us 10-20 years. Resume, tape, current earnings to Fred Tascone, WPIC, Sharon, Pennsylvania.

Combo man. Announcer with first phone. Maintenance a must. WRUM, Rumford, Maine. Send tape, resume to M. L. Stone, Lobster Network, Columbia Hotel, Portland, Maine.

Wanted: Announcer, must be able to read news Joe Phillips, WSSO, Starkville, Mississippi.

Dixie stations are expanding and have openings for good beginner-announcers. Send tape and resume to Mr. Ralph Hooks, P.O. Box 46, DeRidder, Louisiana.

Rand Broadcasting Company — WINZ, Miami, WINQ, Tampa, WEAT, WEAT-TV, West Palm Beach, Florida. Looking for the best—music men and newsmen. Send tape, picture and background to Dick Doty, Vice President, Rand Broadcasting Co., Biscayne Terrace Hotel, Miami, Florida.

Announcer with first ticket who can install Gates equipment new Sheldon, Iowa daytimer. Start $100 weekly work up. Tape and details: E. C. Stangland, 1701 E. 26th, Sioux Falls, S. D.

Fall target date—Class IV, small market. Need community minded c.e./announcer. Sales if desired. Salary and resume first letter. Ward Broadcasting Co., Sonora, Texas.

Technical

Chief engineer capable of some announcing with strong Indiana station, excellent community, salary open. Send tape, past experiences and schooling information to Box 426G, BROADCASTING.

First phone strong on announcing. Engineering experience necessary. Install new 5000 watt am. Chief engineer-announcer duties. Rush tape, resume, snapshot to WEEE, 90 State Street, Albany, N. Y.

Production—Programming, Others

Young and enthusiastic newscaster who wants to learn in hot news department for adult newspaper connected station. Send tape, resume, and picture to Box 273G, BROADCASTING.

The pay—$150 weekly. The location—The South Atlantic states. The job—Programming and Production. The requirements—1. You must be worth the money. 2. You must have good background and references. 3. You must be creative and aggresive. Send —Air check, photograph, and references to: Box 288G, BROADCASTING.

Production director for western Pennsylvania. Adult programmed daytimer. Substantial pay and advancement opportunity for good announcer with first phone and some news training or experience. Personal interview necessary. Send resume and tape to Box 330G, BROADCASTING.

Help Wanted—(Cont'd)

Production—Programming, Others

Northeast 50 kw clear channel needs news director for large news department. Quality programming, modern facilities and prestige position in this large market makes this an outstanding opportunity for the right man. Job will include air work on major newscasts. At least five years experience essential. Good pay and company benefits. Send complete resume, tape of air work and recent photo. Box 368G, BROADCASTING.

Newsman or woman for northeast 50 kw clear channel. Large news department, modern facilities. Prestige station. No air work. Reporting and writing only. Some experience necessary. Send complete resume and recent photo to Box 458G, BROADCASTING.

Genuine Christian! Rapidly-expanding 24-hour Christian station seeks God's man for important ministry. Not just a job, but salary adequate. Send tape, photo, complete resume to KEAR, San Francisco 24, California.

Production opening. WIRL Peoria, Illinois. Must be capable of writing, producing, and delivering highly produced announcements. Call Howard Frederick.

Full tuition in exchange for 20 hours weekly office work. Nat. Academy of Broadcasting, Washington 10, D. C.

RADIO

Situations Wanted—Management

All-around radio man—can make your profits climb. Northeast. Box 184G, BROADCASTING.

General manager or sales manager: Currently employed as national sales manager in major midwest market. This position being eliminated due to station reorganization. Excellent reputation based on 13 years experience ranging from local radio sales, merchandising, a 7-year period as a national sales representative, to my current position from which I earn a five figure income. Unqualified character recommendations and a personal resume available upon request. Family man, no objection to limited travel, willing to relocate. Employers know of this ad. Box 297G, BROADCASTING.

Assistant manager. Knows traffic, copy, programming, first ticket. Best detail man in the business. 15 years experience. Box 375G, BROADCASTING.

Pro-manager. 15 years of the business. Proof of performance and loyalty. Ready to move up. Will consider all offers. Box 398G, BROADCASTING.

Available, manager for small station. Veteran in the field. Thoroughly experienced all phases. Married, children, honest, reliable, successful. Write Box 400G, BROADCASTING.

Manager, 26 years old-family, for medium to small market. 8 years radio. Three years manager of four station market. Prefer south. Box 406G, BROADCASTING.

Jack of all phases in advertising, 10 zesty years in medium market radio as announcer, dj, top salesman, commercial manager. Family man with college degree, desire permanence with aggressive company, in managerial capacity, who welcome new ideas and offer opportunities. Box 421G, BROADCASTING.

Looking for solid and permanent position as general manager. Have actual experience in following: Announcing, programming, sales, management, ownership. Family man, good references, good credit, presently employed as commercial manager in large market, prefer small to medium southern market. Box 448G, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Late on top pop records? Does your competition seem to have you beat? Then be first-really first in your market with all the latest top pop artists—all labels—mailings three times a week—one month trial—no obligation. Call/write T. R. Productions, 830 Market, San Francisco, California. EXbrook 2-1755.

Sales

Salesman 1st phone seeking permanent association. 36, married. 1510 Sutter St., Dallas, Texas, FR 4-4936, Dean Tunnell.

Announcers

Announcer, newscaster, disc jockey, experienced, tight production, mature sound, married. Box 229G, BROADCASTING.

Pleasant relaxed for adult audience. 4 years experience. Knowledge tasteful music. Box 280G, BROADCASTING.

Young announcer, married, experienced, reliable. Traffic, copywriter. Box 290G, BROADCASTING.

Staffer-combo experience in large northeastern market, now a student, seeking weekend employment within 200 miles of Boston. Box 323G, BROADCASTING.

Experienced announcer—"Good voice, effective language, pleasing personality." General broadcasting; good recorded music "not too far out either way." Excellent references. Prefer mid-west, west. Box 387G, BROADCASTING.

Twenty years newscasting, writing, editing; special events; sports play-by-play major, minor markets. Been selling formula station three years. Having lost empathy for sick music, illiterate "announcers," fast-buck operations—desire return from limbo to radio (or television) any above fields. Solid job, solid citizen. Prefer major market. Box 388G, BROADCASTING.

DJ and newscaster desires change. Age 23, single, 2½ years experience. Box 390G, BROADCASTING.

C&W disc jockey. 10 years experience. Top air salesman. Desire some time sales. Executive experience. Prefer northwest area. Box 391G, BROADCASTING.

If you like your music good with a voice to please, then let my "ad" be understood. My show will sell with ease. Naturalized American-European background, prefer working California, although willing travel anywhere. Available end year. Tapes sent on request. Box 392G, BROADCASTING.

Veteran, seeks start in radio, 27, single. Radio school grad. Some college. Will locate anywhere. Tape and resume available. Box 393G, BROADCASTING.

Top 40 personality with 3 years experience looking for permanent position with swingin' (not screaming') station. Tight production mellow voice. Top ratings, pleasant air personality, smooth (but effective) delivery. Box 396G, BROADCASTING.

Looking for a good music man? Can do—a screamer? Uh-Uh. Box 402G, BROADCASTING.

Southwest capitol town p.d., jock desires to move up. Young and ambitious. Tested under fire in tough market. 5 years experience. DJ offers considered. Box 403G, BROADCASTING.

Young, top rated swingin' jock desires move up. Metro stations in Ohio, Pennsylvania, Michigan or Indiana only. Currently employed. Box 405G, BROADCASTING.

1st phone, fair announcer, experienced, prefer midwest, all replies answered. Box 407G, BROADCASTING.

Sports director now doing two tv shows daily, finest references. Box 408G, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

First-phone personality dj—Modern pop and c&w. Sober, family man. Top audience rating. Experienced in sales, commercials, farm director. Prefer Missouri or midwest. Box 413G, BROADCASTING.

New England, looking for an experienced, witty (or half-witty) deejay, announcer, strong on news? Write Box 414G, BROADCASTING.

Deep voice—deejay-newsman currently toprated medium midwest market I'm looking! Box 415G, BROADCASTING.

Southwest is A-OK! Four years experience as formula dj. Ready to settle with southwestern operation that offers benefits. Married, 28, and vet. Box 416G, BROADCASTING.

Ayem dj—Long wearing variety. Top competitive ratings. PD experience. Sales interest. East-near midwest. Interview. 33, family, best references. Box 425G, BROADCASTING.

Help! I'm stuck in a dead end Lombardo mill. I need to swing on your top 40 station. 4 years experience. Box 428G, BROADCASTING.

Alert c&w (or pop) announcer. Persuasive medium-pitched voice. Small southern market. Box 429G, BROADCASTING.

Top 40 dj seeks spot in major market station. 5 years experience, announcer and pd. Bright, fast-paced approach. Reply Box 431G, BROADCASTING.

Young announcer with eye to well planned programming. Adult music only. Good ad lib and voice, limited experience, reliable. Box 435G, BROADCASTING.

Experienced first phone seeking permanent broadcast technician position. $125 weekly. No announcing. Box 441G, BROADCASTING.

Announcer, disc jockey, I'll be honest we all had to start somewhere, and this is mine. Have extensive school training. Right, willing and able to work. Box 442G, BROADCASTING.

Progressive announcer, dj. Experienced college, broadcast school looking for position. Box 443G, BROADCASTING.

Young announcer—not screaming r&r man, seeks staff job in New York state or Connecticut, tape, resume on request. Box 444G, BROADCASTING.

Announcer-air personality. Fast boardman knows double and triple spoting. Authoritative newscaster, very bright sound. Married. Box 446G, BROADCASTING .

Negro dj with two years experience, pop, rock and roll, news, good board man seek fulltime job. Box 447G, BROADCASTING.

8 years experience. 3 years present position, 27, college graduate and family. Seeking station needing mature, dependable and permanent announcer for play-by-play, p.d. and staff announcer. Southwest, midwest. Box 449G, BROADCASTING.

Announcer, dj, experienced. Fast board. Wants to settle. Box 451G, BROADCASTING.

Announcer, dj—newscaster. Tight, fast board—polished, crisp news, married, tape, resume and photo on request. Box 452G, BROADCASTING.

Stable announcer—dj. Married, experience, top references, no preference to station size, sound adaptable to your format, fast board. Box 453G, BROADCASTING.

Ambitious, young, announcer—dj, creative, hard working personality, bright, tight, wants a permanent site. Box 454G, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Personality jock and news director in major market desires change. Five years commercial experience. College graduate, major in radio and television. Desires quality personality station. Box 460G, BROADCASTING.

Rating rose fifty percent in six weeks. New management not interested in rating in this market of two million. Are you? Show features r&b but will work with any music. Write today Box 955, Adelaide Street P.O. Toronto.

Announcer. first phone, will travel. Solomon Brown, 5950 North 16th Street, Phila. 41, Pa., HA 4-6510.

Announcer, 1st phone, no maintenance, $85, no car. BE 7-6721 after 5. Walter Piasecki, 2219 N. Parkside, Chicago.

Announcer can do dj and news. Will relocate. Reply Charlie Winfield, 119 Alhambra Avenue, Lindenhurst, New York.

Technical

Combo man, first phone, 2 years experience, family man, desires future in engineering, prefer midwest market. Box 382G, BROADCASTING.

Engineer 18 years, 9 as chief desires permanent home. Capable of technical direction small chain. Box 401G, BROADCASTING.

California, engineer-announcer, first phone, directional experience, best references veteran. Box 412G, BROADCASTING.

Experienced engineer wants chief job. 7½ years broadcast engineering plus mobile communications experience. Sober, reliable family man. Would like Colorado, New Mexico, Arizona. Also consider midwest. Box 434G, BROADCASTING.

Chief—Heavy maintenance, some announcing. 20 years am, fm, tv, currently employed top power directional am. Family man. Want rural or suburban location. Albany, N. Y. State 5-8433.

First-class license, prefer engineering department, experienced. Phone Dink Collins, Jackson 4-7488, Ft. Lauderdale, Florida.

Ambition to be chief engineer, new to engineering world but willing to learn. Have first phone. Will double in sales and announcing, some experience in both. Good credit and personal references. Can travel immediately. Peyton Hines, Rt. 2, Box 81. Rock, West Va. Phone Matoka, West Va. HO 7-3637.

Engineer six years. Two as chief. Experienced am-fm-tv. All phases including proofs. Charles Simpson, 1006 Market St., Sunbury, Pennsylvania. Phone 717 Atlantic 6-1438.

Production—Programming, Others

Experienced newsman wants sports opportunity. Journalism graduate. Box 917F, BROADCASTING.

Newsman — Reporter-writer-newscaster, 9 years experience police, court, education, political, government news reporting. Features and commentary. Professional delivery. College. Interested radio and/or television. Box 125G, BROADCASTING.

13 years radio. Former program director, sports reporter-staff announcer. Brief tv experience. Booth announcer, film editing, copy. Some public relations, family. Want to relocate Arizona or west coast in any capacity relative to radio-tv background. Box 281G, BROADCASTING.

Increase your share of the market with dynamic, imaginative copy! Creative, experienced continuity director of top station will relocate. Better copy means better sales! Write today! Box 314G, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Highly creative production man. Excell at programming and producing spots and station promotion. Competent announcer. College. Four years experience. Presently employed. Box 321G, BROADCASTING.

Top notch newsman—Likes the Minnesota, Wisconsin, upper Michigan area. Four years experience. Handle directorship. Write Box 383G, BROADCASTING.

Program director. Good program man with successfully excellent background. Will relocate by September 1st from west coast to anywhere USA, Canada. Have, and can produce ratings, and professional sound. Good details, personnel. Family man, age 33. Permanency. Box 385G, BROADCASTING.

Need live, mature newsman? Vast experience, top voice, fast rewrite. Box 410G, BROADCASTING.

Newsman-Experienced reporter-editor sports-play-by-play all sports, ski show contacts. College degree, employed. Box 420G, BROADCASTING.

Employed promotion man in top 25 wants better opportunity. Excellent broadcast background, top references, resume. Box 423G, BROADCASTING.

Newsman—Mature, competent, experienced, good references. Seeks position with news conscious station. Tape, resume Box 438G, BROADCASTING.

Program director-air personality-newsman. 12 years experience. Want to return to programming. Can produce proven results and solid references as former program manager in medium metropolitan market station whose radio format I installed and which is highly successful today. Currently happy as well-paid dj, but future dictates combining programming with airtime. Am mature, creative, well-liked, energetic and fast on feet. Exercise sound judgment. Can take orders. Family, college. Prefer east, all offers considered. I offer obvious benefits of professional "triple threat" radio man. Can you offer security and a good salary? Let's talk. Box 445G, BROADCASTING.

TELEVISION

Help Wanted—Management

Sales manager-general manager, established uhf, top network, good market. Definitely not a soft but sound opportunity with appropriate salary plus profit sharing on attainable increases. Sales effectiveness primarily important but well rounded experience desirable. Please give detailed information including salary requirements first communication which will be handled discreetly. Box 123G, BROADCASTING.

Sales manager vhf station. Opportunity to become general manager. Fine chance for young, active sales manager to go forward with multi-owned station. Sales effectiveness important. Write Box 357G, BROADCASTING.

Sales

Exceptional opportunity for effective, persuasive salesmen large southwestern vhf. Box 246G, BROADCASTING.

General manager—sales manager. Unusual opportunity for capable sales manager television experience to become general manager vhf station. Write Box 356G, BROADCASTING.

Aggressive, experienced tv salesman to well established vhf in second largest market in Michigan. Good opportunity for the right man. Salary plus commission. Car furnished. Paid insurance. Send detailed information to WNEM-TV, Bishop Airport, Flint, Michigan.

Help Wanted—(Cont'd)

Announcers

Wanted—Announcer with strong accent on sports for "on-camera" air work. Fine opportunity with expanding vhf station in east. Send resume, photo and tape immediately to Box 287G, BROADCASTING.

Opening for staff announcer. Prefer good radio man wanting start in tv. Rush tape, photo, resume, salary to John Turner, KTVE-TV, EL Dorodo, Arkansas.

Technical

Growing western max-power vhf station needs ambitious studio engineers and qualified transmitter engineers for mountain top transmitter. Write stating age, training, experience, and salary requirements. Excellent location and opportunity for stable men. Box 118G, BROADCASTING.

TV engineer, good character, best technical qualifications for Texas vhf. Box 245G, BROADCASTING.

Wanted: Chief engineer for new station, Channel 8, Idaho Falls, Idaho.

Production—Programming, Others

Film director, experienced shipping, editing, ordering, selection: photography & darkroom still & motion picture. Opportunity growing etv station. Include photo and salary. Contact H. H. Riddleberger, WEDU-Channel 3, Tampa 5, Florida.

News reporter-photographer-writer for well-equipped progressive 4-men news staff, beginning August 15. Apply Jack Williams, News Director, WTVD, Durham, N. C.

TELEVISION

Situations Wanted—Technical

Chief engineer, age 38, available for am, fm or tv operation. Twenty years experience all phases of design, construction, maintenance and management. Seeking permanent position in a stable operation. Box 384G, BROADCASTING.

No degree, just experience: not young, mid forties. Experience includes ten years supervisory positions in tv operations, maintenance installation. References. Box 424G, BROADCASTING.

Production—Programming, Others

Program director. Seasoned tv executive desires major market opportunity. Successful tv and agency background. 10 years. Married. Employed. Box 194G, BROADCASTING.

Floor director-director—2 years experience production-available immediately. College grad. Resume furnished upon request. Box 380G, BROADCASTING.

Producer-director available for immediate employment. Have severed with station after 7 years. Wish company with future. Know all phases operation. Can do air if needed. Box 381G, BROADCASTING.

Executive producer with independent production company desires a position as production or operations manager. Six years station experience; network credits. Box 417G, BROADCASTING.

Experienced tv production man, strong announcing background, all-around tv studio training. Anxious make permanent connection, progressive organization. Box 430G, BROADCASTING.

Top childrens' performer—eight years on air experience. Solid sponsorship and ratings. All phases from clowning to puppetry. Excellent qualifications as a director also. Married, two children. Desires larger markets only. Box 432G, BROADCASTING.

Director—Experienced, degree in broadcasting. Commercial or educational station considered. Married, military completed. Resume on request. Box 177, Marion, Ohio.

Situations Wanted—(Cont'd)

Production—Programming, Others

Award-winning tv promo manager for top 30 market. Fine background and experience in planning and execution of audience and sales promotion. 30 years old; 7 years in tv-radio; creative and analytical; college graduate; sales and audience oriented; knowledge of all media; makes numbers talk. Contact Box 450G, BROADCASTING.

FOR SALE

Equipment

Used 50 kw transmitter, Western Electric type 407A-4 in good condition with spares. Priced at less than one-fourth cost of new transmitter. Can be handled with as little as 10% down. Box 192G, BROADCASTING.

Clean G. E., 3kw fm transmitter ready to go on air, bargin at $3000. Box 295G, BROADCASTING.

Transceivers: 2 ling 10 watt units for 170 mc. Antennas, AC supplies. Best offer. Box 399G, BROADCASTING.

Used broadcast equipment. Comworks. Been replaced by new. Reasonable. Box 486, Spartanburg, South Carolina.

Used RCA video distribution amplifiers. General Communications Pulse distribution amplifiers. RCA 580-D and WP-33 power supplies all at half price. WSM-TV, Nashville, Tennessee.

Attention: Brand new, uncrated fm equipment priced 25% off for immediate sale. All or any part of the following items: One Jampro 2 bay antenna. One relay rack Bud RR 1248. One Conelrad receiver. One 1⅝" Spiroline #611625. One #85-1625 (transition from Spiroline to antenna). One #124-1625 fitting at transmitter end of transmission line. One #811-825 (transition to EIA flange). One #500-825. 1⅝" Gas Barrier. One RC-1A remote control equipment. One RCFM-1A amplifier. One Elbow #494-815. One Reel. Call or write Walter D. Caldwell, 408 Amarillo Bldg., Amarillo, Texas. Telephone: DRake 4-0107.

Am, fm, tv equipment including monitors, 5820, 1850, p.a. tubes. Electrofind, 440 Columbus Ave., N.Y.C.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

2-live studio Vidicon camera chains. Includes broadcast sync generator, switcher and power supplies. Thirty five hundred FOB, Panter Electronics, Burbank, Calif. Victoria 9-6296.

Film scratches and dirt showing on your tube? A lot of stations got rid of them by using Piclear—You can too. Piclear, Inc., 905 Palmer Ave., Mamaroneck, N. Y. OW 8-0258.

Transmission line, styroflex, heliax, rigid with hardware and fittings. New at surplus prices. Write for stock list. Sierra Western Electric Cable Co., 1401 Middle Harbor Road, Oakland 20, California.

WANTED TO BUY

Stations

Interested in buying small, full or daytime A. M. station in mid-central or midwestern states. Box 260G, BROADCASTING.

Equipment

Cash for used uhf transmitter, one kw or greater power, and film chain with projectors for new educational-tv. Write Box 203G, BROADCASTING.

Ampex, Altofonic, Audiomation, etc., 8 hour tape players. Box 263G, BROADCASTING.

Western Electric 1126 limiter amplifier. Must be in first-class condition Write Box 409G, BROADCASTING.

WANTED TO BUY

Equipment—(Cont'd)

"Complete line videotape studio and mobile equipment. List items and prices by mail to Keith Price, 7115 Hillcrest Road, Alexandria, Va."

50 kw transmitter perfect condition. Write or wire Radio Programs de Mexico. Mr. Homero Rios D. 109 Bucareli St., Mexico 6, D. F.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC first class license in six weeks or less. This is the Hollywood "miracle" school. Highest success percentage in the nation. Instruction eight hours a day, five days a week. License guaranteed for tuition of $300.00. No added charge for added time if needed. Pathfinder, 5504 Hollywood Blvd., Hollywood, California.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting (August 30-Closed) October 11, January 3, 1962. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California. Authorized by the California Superintendent of Public Instruction to issue Diplomas upon completion of Radio Operational Engineering course.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43 N.Y. OX 5-9245.

Announcing: Correspondence certificate course with manuals voice and writing lessons, recording and tape. Also self-study unit. America's pioneer broadcasting school, National Academy of Broadcasting. Washington 10, D. C.

Announcing, programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

MISCELLANEOUS

Paying $1,000.00 yearly for 30 minutes daily ($500 for 15 minutes). Pay in advance by month. 2 weeks cancellation clause. Gospel Broadcasters, Schell City, Missouri.

Yocks for jocks! Laugh-tested comedy material. Write for free listings. Show-Biz Comedy Service (Dept. DJ2), 65 Parkway Court, Brooklyn 35, New York.

25,000 professional comedy lines, routines, adlibs. Largest laugh library in show business. Special monthly topical service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N.Y.

MISCELLANEOUS

Bingo cards for radio and television programs personalized with your advertisement (you furnish art work) seven days delivery. $1.50 per 1000 F.O.B. Sweetheart Mountain Productions, 1245 South Inca St., Denver 23, Colorado, RAce 2-1940.

BUSINESS OPPORTUNITY

Capital wanted ($25,000) for 25% of stock. For additional equipment and operating expenses. Top 10 market, new class B. FM, high power, excellent potential. May participate in management. Box 316G, BROADCASTING.

General Steel and Concrete Construction Co. Station builders, all outside plant work from tower to ground system, to transmitter building. New equipment, or good high quality used equipment. Some financing available. Insured, quality work. Tower maintenance, painting, guy-tension, bulb changing, etc. 2, 4, 6, year contracts available. Low rates, call/write TU 6-4429, P.O. Box 802, Watertown, So. Dak.

RADIO

Help Wanted—Management

If you are thoroughly experienced in country and pop music and have managerial and sales ability you may be the man to manage the satellite studio of our station in the valleys of Virginia. This opening is not definite at the moment, but may be in the offering. We are a stable group of stations offering good salary and incentive. Only highest type people considered. If selected you will be thoroughly investigated. If interested, write for application form.

Box 362G, BROADCASTING

Announcers

IMMEDIATE OPENINGS!

New group with young, experienced management wants air personnel to match for upstate New York full time station. Looking for young men who are good, want to be better, and want opportunity to advance with group. Openings for news man, morning D. J., afternoon D. J. in market over 50,000. Personality programming. Family men preferred but all applications considered.

Box 459G, BROADCASTING

MISCELLANEOUS

We are interested in talking to the man who has ideas on services suitable for FM Multiplex Operation. Call LO 3-0239 or write L. S. Gross, Radio Broadcasting Co., 1711 Vine Street, Philadelphia 3, Penna.

RADIO

Situations Wanted—Management

MONEY MAKER
AVAILABLE

Broadcasting Executive. Highly successful record as sales manager in one of country's top five markets. Management experience in all phases of programming, promotion and operation.
Can make money for you as station manager or sales manager in aggressive group operation. Open to investment. Major market only.

Box 436G, BROADCASTING

TELEVISION

Situations Wanted—Management

ATTENTION IMAGE SUFFERERS!

S'matter, Buddy—log doesn't tally with the application? s.m.'s theory that "a few triple spots never hurt anybody" catching up with you? . . . way down deep you think maybe Newton has a point? . . .
Ex-O & O manager, top market; sales program, promotion, education background. Weaver-era type, now late thirties, languishing in boondocks, seeks opportunity to do top job for long-range-thinking group concerned with community image as well as sales. Major market only.

Box 427G, BROADCASTING

Production—Programming, Others

. . . OVERHEARD AT THE AP AND UPI SUITES AT THE RECENT N-A-B CONVENTION . . .

"*. . . newsmen are a dime a dozen, but an honestly GOOD newsman is hard to find.*" Well, if you're a latter-day Diogenes, you can put out your lamp!

Available soon: News Director with 15 years experience. Highest-rated on-camera delivery coupled with administrative ability in major markets. Special events coverage a specialty. Excellent references from news and broadcasting leaders.

Box 461G, BROADCASTING

EMPLOYMENT SERVICE

JOB HUNTING?

ALL BROADCAST PERSONNEL PLACED
ALL MAJOR U.S. MARKETS
MIDWEST SATURATION
Write for application NOW

WALKER EMPLOYMENT SERVICE

Jimmy Valentine
83 So. 7th St.

Broadcast Division
Minneapolis 2, Minn.

FEderal 9-0961

STATIONS FOR SALE

CALIFORNIA 5KW FULLTIME

Serving highly prosperous and heavily populated growth area. Fine small city ideal for California family living. Billing in excess of $150,000 with good owner earnings. Asking $275,000 on very favorable terms with real estate included.

Box 972F, BROADCASTING

CHOICE ROCKY MOUNTAIN

An outstanding fulltime regional facility in small exclusive market. Excellent gross and very profitable. Valuable real estate and $50,000 in cash and receivables included in price of slightly over $200,000 on terms.

Box 973F, BROADCASTING

NEW ENGLAND

Single station market daytimer grossing $75,000 with operating expenses of $65,000 under absentee ownership. Owner-operator could greatly increase billing and profits. Asking price is $115,000 with $40,000 down, balance over 7 years.

Box 363G, BROADCASTING

FLORIDA OWNER

With family in North Carolina wants to sell 250-watt fulltimer in growing area . . . and would consider trade for North Carolina . . .or possibly South Carolina or Virginia. Write:

Box 437G, BROADCASTING

STATION FOR SALE

Ten thousand dollars cash, balance payable at less than $300.00 per month. Write Box 66, Centerville, Tenn., or call 729-3575.

FOR IMMEDIATE SALE
Rocky Mountain Region

Full time 250 watt serving stable agr. Community. Priced to sell for cash.

Box 419G, BROADCASTING

HASKELL BLOOMBERG
Financing and Station Broker
208 Fairmount St., Lowell, Mass.

TV—Azirona—$150,000. TV—New Mexico—$300,000. TV—Colorado—1½ million RADIO. Kansas—$85,000. Pennsylvania—$90,000. Minnesota—$65,000. Wyoming—$125,000. Idaho—$55,000. North Carolina—$300,000. Massachusetts—$250,000. New York—$120,000. California—$100,000. Arizona—$75,000. Arkansas—$80,000. Kentucky—$90,000. West Virginia—$60,000. Arizona — $225,000. Florida — $125,000. Alabama—$120,000. PLEASE WRITE.

FOR SALE

Stations—(Cont'd)

Wash	single	daytimer	$ 50M	terms
Calif	single	daytimer	92M	16dn
Miss	single	daytimer	39M	15dn
Ala	small	daytimer	60M	29%
Idaho	medium	daytimer	58M	low dn
Florida	medium	power	210M	60dn
Oregon	medium	daytimer	28M	terms
South	large	fulltime	290M	65dn

And others

CHAPMAN COMPANY
1182 W. Peachtree St., Atlanta 9, Ga.

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS ESTABLISHED 1946

Negotiations · Management
Appraisals · Financing

HOWARD S. FRAZIER, INC.
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Washington 7, D. C.

$25,000 DOWN
For Pennsylvania daytimer serving
sound economic area
All Real Estate included
W. B. GRIMES & CO.
2000 Florida Avenue, N.W.
Washington 9, D.C.
DEcatur 2-2311

STATIONS FOR SALE

NORTH CENTRAL. Exclusive daytime. Did $55,000 last fiscal year. Asking $65,000. Terms.

CALIFORNIA. One of top markets in state. Full time. Asking $140,000. Excellent terms.

PACIFIC NORTHWEST. Adult daytimer on excellent frequency. Good size market. Did $55,000 last year. Asking $50,000.

JACK L. STOLL & ASSOCS.
Suite 600-601
6381 Hollywood Blvd
Los Angeles 28, Calif.
HO. 4-7279

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SOMETHING TO BUY

OR SELL?

For Best Results You Can't Top
A Classified Ad in

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Continued from page 85

of new trans.

WNBS Murray, Ky.—Granted license covering installation of new trans.

WNDR Syracuse, N. Y.—Granted license covering installation of new trans. for auxiliary purposes.

WKAY Glasgow, Ky.—Granted license covering installation of new trans. and increase ant. height.

■ Following stations were granted licenses covering increase in daytime power and installation of new trans.: WDIG Dothan, Ala.; WIKE Newport, Vt.; WOVE Welch, W. Va.; WWON Woonsocket, R. I., condition.

***KTCF(FM) Cedar Falls, Iowa**—Granted mod. of license to change name to State College of Iowa.

WOOD Grand Rapids, Mich.—Granted cp to install new trans.

WHRB-FM Cambridge, Mass.—Granted cp to increase ERP to 880 w; ant. height to 110 ft.; move trans. location (ant. location); remote control permitted; and waived Sec. 3.261 of rules to permit station to cease operations during Christmas vacation period and during summer vacation period of Harvard University.

WIBB Macon, Ga.—Granted mod. of cp to change type trans.

KOST(FM) Houston, Tex.—Granted mod. of cp to change type ant. and decrease ERP to 15.5 kw.

KVOP-FM Plainview, Tex.—Granted mod. of cp to install new ant. and decrease ERP to 3.1 kw.

■ Following stations were granted extensions of completion dates as shown: WETC Wendell-Zebulon, N. C., to Oct. 21, and KVOP-FM Plainview, Tex., to Oct. 30.

Columbia Bcstg. Systems Inc., New York N. Y.—Waived Sec. 1.334 of rules and granted authority to transmit CBS TV Network Programs, coverage of special sporting events not of continuing nature, to tv stations CBFT Montreal, Que. and CBOFT Ottawa, Ont., on July 22 and Aug. 5; without prejudice to such action as commission may deem warranted as result of its final determinations with respect to: (1) conclusions and recommendations set forth in report of Network Study Staff; (2) related studies and inquiries now being considered or conducted by commission; and (3) pending anti-trust matters.

WPAC-FM Patchogue, N. Y.—Granted cp to change ERP to 6.8 kw.

KVOW Riverton, Wyo.—Granted cp to install new trans.

KOKA Shreveport, La.—Granted cp to install new trans.

WHGR Houghton Lake, Mich.—Granted cp to install trans. at main trans. location for auxiliary purposes.

WYSL Amherst, N. Y.—Granted cp to install new trans. at main trans. site for auxiliary purposes; remote control permitted.

WBTN Bennington, Vt.—Granted cp to install old main trans. at main trans. site for auxiliary purposes.

KCMC Texarkana, Tex.—Granted mod. of cp to change type trans.

■ Following stations were granted extensions of completion dates as shown: KJSB(FM) Houston, Tex., to Oct. 27; WCSI-FM Columbus, Ind., to Aug. 31; KTXT-TV Lubbock, Tex., to Jan. 1, 1962.

Action of July 14

KXRJ Russellville, Ark.—Granted change of remote control authority

Rulemakings

ACTIONS BY FCC

Joseph D. Worth, Pasadena, Calif. (5-28-58)—*Request for amendment Sec. 3.204(2), Subpart B by adding following provision: "Class B station in area II will not be licensed with effective radiated power greater than 75 kw."

Charles River Bcstg. Co., Waltham, Mass. (1-25-60)—*Requests amendment of rules by deleting wording of Sec. 3.202, including "note" and in Sec. 3.204(a) by deleting all wording after "Signal intensity requirements of Sec. 3.311 shall determine minimum coverage of class B station."

*Denied by Notice of Inquiry, Notice of Proposed Rule Making and Memorandum Opinion and Order adopted June 28, 1961 and released July 5, 1961. Ann. July 14.

PETITIONS FILED

Central Minnesota Tv Co., Walker, Minn. (7-17-61)—Requests amendment of rules so as to delete ch. 12 from Brainerd, Minn. and assign it to Walker, Minn. Ann. July 21.

Delta College, Saginaw, Mich. (7-10-61)—Requests reservation of ch. 19 in Bay City, Mich., for non-commercial educational tv use.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING July 27

	ON AIR		CP	TOTAL APPLICATIONS
	Lic.	Cps.	Not on air	For new stations
AM	3,552	60	109	848
FM	839	55	188	137
TV	486[1]	58	88	98

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING July 20

	VHF	UHF	TV
Commercial	466	77	543
Non-commercial	38	17	55

COMMERCIAL STATION BOXSCORE

Compiled by FCC April 30

	AM	FM	TV
Licensed (all on air)	3,531	795	486[1]
Cps on air (new stations)	41	71	55
Cps not on air (new stations)	153	210	92
Total authorized stations	3,725	1,076	644
Applications for new stations (not in hearing)	541	73	26
Applications for new stations (in hearing)	198	22	54
Total applications for new stations	739	95	80
Applications for major changes (not in hearing)	513	53	39
Applications for major changes (in hearing)	205	5	16
Total applications for major changes	718	58	55
Licenses deleted	0	0	0
Cps deleted	0	4	0

[1] There are, in addition, 10 tv stations which are no longer on the air, but retain their licenses.

People register trademarks because trademarks register with people

The "BAND-AID" trademark means Johnson & Johnson. Not any one product in particular, but a whole family of Johnson & Johnson products. That's why it must always be followed by a product name: BAND-AID Plastic Strips, BAND-AID Sheer Strips, BAND-AID Plastic Tape, BAND-AID Clear Tape, BAND-AID Moleskin Adhesive, and so forth. Please mention our trademark as often as you please, but be sure it's followed by a product name. Thank you.

Johnson & Johnson

OUR RESPECTS to Robert Wilson Breckner, KTTV (TV) Los Angeles

Where the excitement of television is

The primary function of an independent television station in a multi-station market like Los Angeles (where seven stations vie for viewer attention) is to provide news, sports and special events coverage of interest to the people of the community.

"That's where the excitement of television is and where the community service is too," says Robert Wilson Breckner, vice president and general manager of KTTV (TV) Los Angeles, "and that's where we at KTTV try to be." How successful the station has been in that endeavor can be succintly summarized in a single statistic—the more than 5,000 hours of remote broadcasts KTTV has aired in its 12½ year history, far more than any other single tv station, Mr. Breckner believes.

He is proud of that total, proud that it includes great *Churches of the Golden West,* a Sunday morning full-hour broadcast from a different Southern California place of worship each week, which will celebrate its 10th anniversary this fall, as well as a variety of special events and sports coverage ranging from midsummer beauty pageants to New Years' Day Rose Parades and from football games to bridge tournaments. Bob Breckner produced and directed KTTV's coverage of the National Bridge Championship Tournament a few years back, devising a new tv technique which let viewers at home see the cards in magnified dimension so they could follow the play easily. While completing arrangements for the telecast, he and Richard A. Moore, KTTV president, found themselves with a little time to spare, so they entered a preliminary contest and emerged the victors. "So now I have 1½ masters' points to my credit," Mr. Breckner mused, "and I wish I could find time to improve my game and add to that total."

Sports—Wet and Dry ▪ A year ago Mr. Breckner created a year-round package of more than 100 hours of sports-events telecasts specially designed to suit the interests of Southern California sports enthusiasts. In addition to collegiate football, baseball, basketball and track, the *Sports Special* also includes swimming, golf and tennis matches and sports car races in its agenda and in the year ahead "we'll also have a water polo game," Mr. Breckner asserts. (He was on the varsity water polo team at Stanford.)

Another Breckner creation is *Divorce Court,* a video tape series which KTTV started in 1958 and syndicated to some 30 top market stations before selling the complete package of 130 hour-long tapes to Storer Broadcasting Co. earlier this month as the starter for SBC's new program subsidiary. A good station manager ought to know his market and his station and Bob Breckner can qualify on both counts. A native Southern Californian (born July 15, 1920, in Fullerton), he grew up in Los Angeles and its western neighboring communities graduated from Beverly Hills High School and has lived in the area all his life, except for his undergraduate days at Stanford and three years as a naval communications officer with Admiral Halsey in the South Pacific.

Following the war, Bob went to work for CBS Hollywood in the transcription division, was made a contact producer (today the post would be called assistant director, he says), working on such shows as *Lux Radio Theater, Suspense, The Whistler* and *Houseparty,* and later became national sales service manager. When CBS bought 49% of KTTV from the *Los Angeles Times,* which had obtained the ch. 11 grant, Bob launched a persistent campaign to get transferred to the tv side of things and succeeded in getting the job of film director of the new station. This was in the fall of 1948, just before the station's inaugural telecast on Jan. 1, 1949.

Up and Up ▪ Bob has been with KTTV ever since, although CBS pulled out two years later when it acquired full ownership of KTSL (TV) ch. 2, now KNXT (TV) Los Angeles, leaving KTTV as an independent station. From film director, he moved steadily up the ladder to producer, director, sports and special events director (in 1950), assistant program director (fall of 1951), program director (May 1952), vice president in charge of programs (June 1955), general manager (January 1960). Earlier this month (July 1961), he was elected to the Board of the Times-Mirror Broadcasting Co., Licensee of KTTV.

KTTV's Breckner
5,000 hours of remotes

Bob Breckner is married to the former Sally Kendrick, lives with her and their 13-year-old daughter, Betsy, in Brentwood, just west of Beverly Hills. Taller than most (6′ 4″) and "heavier than I ought to be" (220), Bob lists his hobbies as golf (his wife is usually his golfing partner) and bridge, says he wishes he had time to get to be better at both of them than he is.

Singing is another favorite occupation of Bob Breckner's, so much a part of his way of living that it wouldn't occur to him to call it a hobby. In high school he combined music and athletics with his studies; as a Stanford senior he was a featured singer in the Big Game Gaieties and had the male lead in the musical comedy spring show. He also performed in the Navy's own "South Sea Scandals," which had a limited engagement in New Caledonia.

About a dozen years ago Bob and some neighbors who like to sing formed an informal yuletide carol group to entertain themselves and the patients at local hospitals. They took the name of the Voices of Christmas, got orchestra leader Les Brown to direct them and leading motion picture scorers to create original arrangements of the familiar carols for them. At first it was all in fun. Then, four-year-old Michael Burke, son of one of the original members, died on the operating table because his heart failed without the anesthestist knowing of it until it was too late. Now the group had a purpose. They made some records, bought them themselves and sold them to friends, used the money to purchase equipment for St. John's Hospital in Santa Monica to prevent any recurrence of such a tragedy. Today, the group's informal get-togethers have been replaced by a $40-a-plate concert and dinner dance which provides funds for cardiac research sponsored by the Michael Burke Foundation, whose president is Robert Breckner.

Bob also belongs to the Los Angeles County Club, the Hollywood Advertising Club and the Academy of Television Arts & Sciences. He is a member of NAB's committee on video tape. He also belongs to the Directors Guild of America and, in 1950-51, when it was the Screen Directors Guild, was first president of its tv council.

EDITORIAL

Ray of light

AFTER an anguished half-year, American business should take comfort in President Kennedy's policy statement on satellite communications. Over the opposition of the State Department, some members of Congress and his own braintrusters, he has endorsed private ownership by a joint venture of communications companies within the framework of our free enterprise system.

What is important is that the action implements the policy advocated by the FCC—the same FCC that is making life miserable for broadcasters by applying extraordinary, if not illegal, pressures on programming. Could it be that when the chips are down, as is the case in space communications, the FCC will forget this censorship nonsense?

Hyde and hares

WITHOUT his permission, but in full sympathy with his views, we are impudent enough to attempt in the paragraph below to summarize what FCC Commissioner Rosel H. Hyde told the Idaho Broadcasters Assn. July 19.

Mr. Hyde said broadcasters haven't had guts enough to fight for their honor and their freedom. They have been willing to let the government steal both.

Mr. Hyde, an FCC member since 1946, is too much the gentleman to use language that blunt, which puts him at a disadvantage when debating with certain of his present colleagues. In his lawyer-like way, he is the first member of the FCC to take a strong public stand against the policies of the FCC's new chairman.

Mr. Hyde traced a pattern of growing government control that has been developing for the past year and a half. This pattern was not the invention of the current administration although it has been crystallized since the new administration came into power.

It started December 30, 1959 with a recommendation of President Eisenhower's attorney general that the FCC institute a system of comparing a licensee's performance with the promises he had made.

It was accelerated by a recommendation of the House Oversight Subcommittee that the FCC monitor programs to determine whether "the program balance is in the public interest."

On Sept. 28, 1960, the FCC established a probationary system for checking performance against promise when it issued a regulation providing for the granting of licenses for terms of less than three years.

In December 1960 James M. Landis, special advisor to the President, reported that broadcast programming "bears no reasonable similitude" to the programming that licensees had proposed. Mr. Landis said the FCC "ignores these differentiations at the time when renewal of licenses of the station is before them."

This year the FCC has proposed extensive changes in the program reporting form accompanying license applications. If adopted, this form will require meticulous descriptions of past performance and future plans. As Mr. Hyde put it in his Idaho speech: "Detailed reporting and accounting are characteristics of utility regulation."

The law and court interpretations of it forbid the FCC from entering the area of program control. Yet the advocates of government regulation may have found a way to exercise censorship under the guise of doing something else.

"There are real possibilities, it seems to me," said Mr. Hyde, "that the commission will find applicants making promises in their applications designed to satisfy the commission's wishes as to programming. The operator thus committed must then perform in the manner designed to please the commission or risk being brought to task on the issue of good faith. It does not take much imagination to find elements of prior restraint in such a system."

Yet through this device, said Mr. Hyde, "the unattractive office of censor can be made to appear as guardian of integrity."

And how has all this come about? Said Mr. Hyde:

"I make the suggestion, with concern for the future of broadcasting, that operators of stations haven't made their works or their position adequately understood—a reflection on their efficiency as communicators—or that their demonstration of the advantages of the free-enterprise system should have improved attention."

Again we dare to paraphrase. What Mr. Hyde said was that broadcasting is better than broadcasters have the courage to say it is. It is better than a government could make it. It deserves a strong defense against the sterilization that is inevitable under government control.

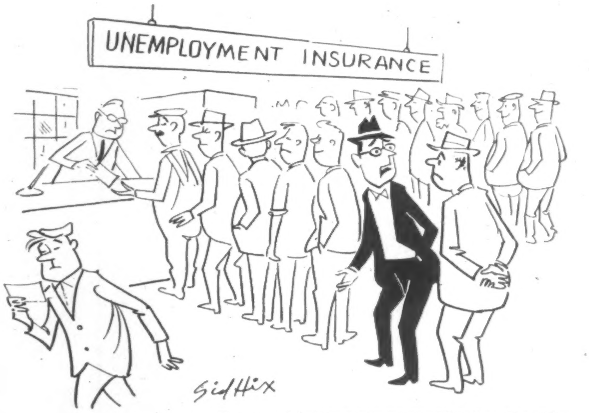
If broadcasters put up no more fight against the FCC's proposed program form than they have so far indicated, it may be said that Mr. Hyde has a higher regard for their profession than they have.

Imagery

ON another page in this issue we report on a new research service which is being offered to broadcasters. What we are about to say on this page should not be taken as either criticism or endorsement of that or any other specific service. But the current regulatory mood calls for some admonition, and it is in that context that we enter this caveat.

One of the selling points of the new research project is that it will give broadcasters something tangible to show to the FCC about their service to and interest in their local communities. This can be a powerfully compelling sales point in these times when the FCC mood is hometown oriented to the point where, apparently, license renewals may hinge on the number of local viewers or listeners who can be mustered to testify for or against a station.

In this sort of atmosphere we venture that broadcasters may soon be beset by many "experts" offering ways to get them off the FCC hook. The impulse to buy would be natural. We suggest only that broadcasters look before they jump: Investigate thoroughly before they buy. Legitimate services cannot object to that.



Drawn for BROADCASTING by Sid Hix

"I applauded Minow's speech at the convention and the station owner was sitting behind me!"

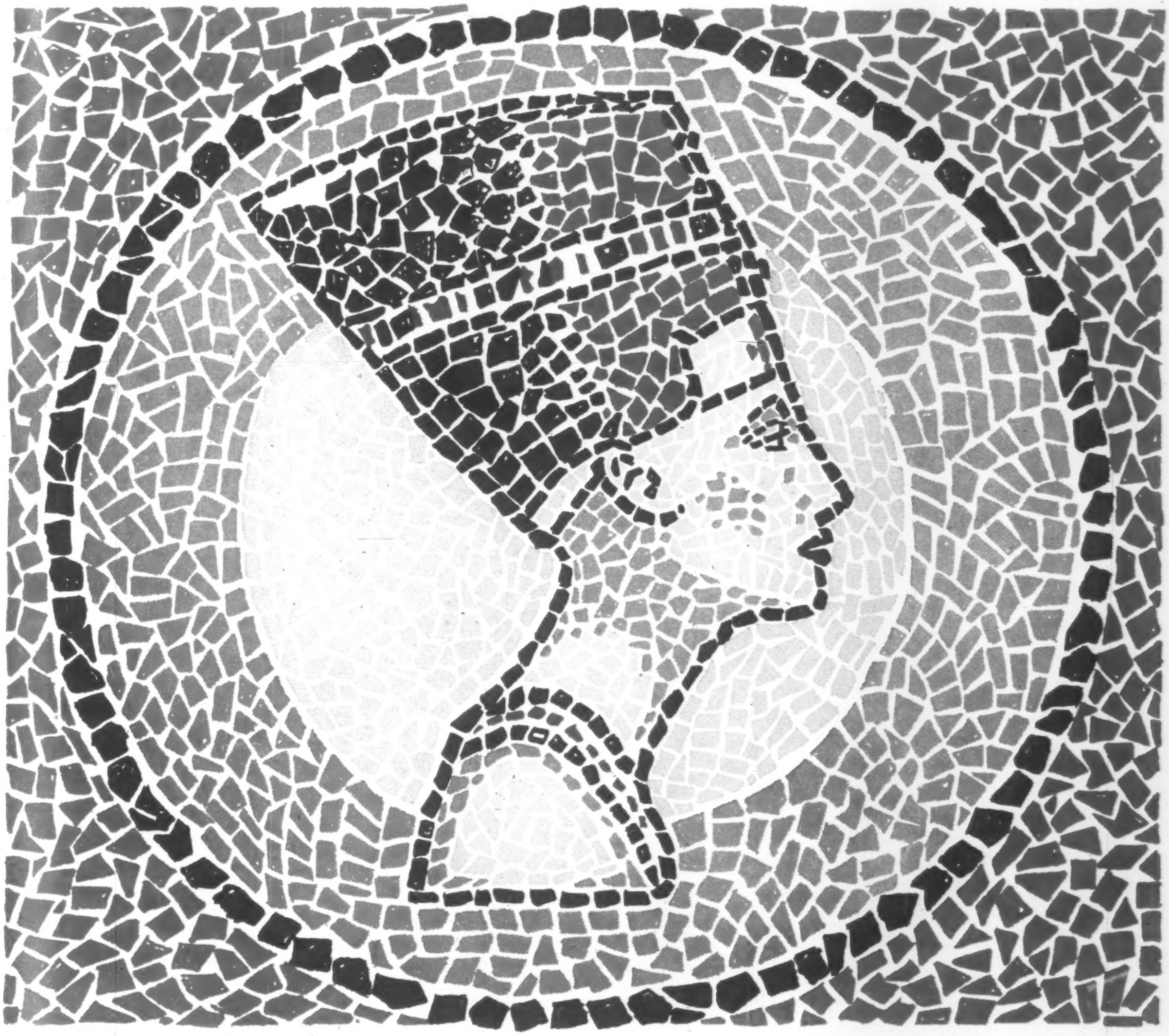
CREATIVITY . . . wfmy-tv creates sales in the nation's 44th market*

This intricate mosaic based on the sculpture of Queen Nefertite is an example of one of the oldest known forms of art . . . the creation of a design from many small pieces of stone.

For the creation of sales, depend on WFMY-TV to bring together 2.3 million viewers and produce results for you in the nation's 44th TV market.*

For full details about WFMY-TV's creative abilities in the growing Industrial Piedmont, call your H-R-P representative today.

*Source: Television Magazine, 1960 Data Book



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